
smartchat.

BY RUKA



PRODUCT PROFILE
RUKA | 2025

conversations that keep up with your clients.

Your customers reach out every day with questions, orders, and requests. They expect quick, helpful responses on platforms they already use like WhatsApp. For busy teams, staying on top of every message can be a challenge. That is where SmartChat makes the difference.

SmartChat connects your business directly to customers and manages everyday conversations with ease. At the centre is Echo, your AI assistant who understands your tone, your workflows, and your priorities. She handles bookings, answers FAQs, sends updates, and follows up so your team can focus on what matters most.

SmartChat helps you serve better and grow faster.

meet echo.

Imagine hiring someone who shows up early, replies instantly, remembers every follow-up, and speaks in a way that perfectly represents your brand. You wouldn't think twice. That person is Echo.

Echo is the intelligent assistant at the heart of SmartChat. While she's powered by AI, what she delivers is something every business needs: consistency, calm under pressure, and clear communication at scale..



meet echo.

She's always available, even after hours. She can manage hundreds of conversations at once, book appointments, answer questions, send reminders, and pass qualified leads straight to your CRM. And when something needs a personal touch, she knows when to step aside.

Echo is not just a chatbot. She becomes part of your team. She learns your voice, understands your business, and helps every customer feel heard and supported.

No complex setup. No stress. Just reliable, intelligent support that gives your team space to focus on what matters. Once Echo is in place, everything just works better.



why people choose smartchat & echo.

built for growth.

SmartChat helps you scale without growing your team. Echo manages high volumes of customer conversations so you can stay focused on building your business.

always available.

Customers expect quick responses. Echo replies instantly, day or night, keeping your brand responsive even when you're off the clock.

meets customers where they are.

SmartChat works seamlessly on WhatsApp, your website, and social media – reaching people where they already spend their time.

keep it personal.

Echo speaks in your tone, understands your business, and delivers a human experience that builds trust and loyalty.

simplifies the work.

From handling FAQs and bookings to sending reminders and updates, Echo takes care of the routine so your team can focus on what matters.

ready when you are.

No complex setup or training required. SmartChat gets to work in days, not weeks – and grows with you.

smartchat pricing & packages.

feature.	echo I. <small>Start your smart messaging journey with essential features designed for lean, agile teams.</small>	echo II. <small>Scale your conversations with enhanced automation, integrations, and multi-agent collaboration.</small>	echo III. <small>Unlock the full power of AI-driven engagement with enterprise-grade features and complete control.</small>
dedicated whatsapp number. <small>A unique WhatsApp number assigned to the business for direct customer communication.</small>	✓	✓	✓
ai agent with nlp. <small>A smart, AI-powered assistant that automates conversations, adapts to your business needs, and delivers</small>	✓ <small>Handles simple, scripted replies.</small>	✓ <small>Understands intent and adapts responses.</small>	✓ <small>Fully tailored with deep integration and brand tone.</small>
lead capture & crm integration. <small>Automatically collects leads and integrates them into approved business CRM systems.</small>	✓	✓	✓
click-to-whatsapp ads. <small>Enables direct customer engagement from digital ads to WhatsApp chat.</small>	✓	✓	✓
website chat widget integration. <small>Embeds a WhatsApp chat button on the business website for seamless customer support.</small>	✓	✓	✓
monthly reports. <small>Provides analytics on customer interactions, lead generation, and engagement metrics.</small>	✓	✓	✓
social media chat integration. <small>Connects WhatsApp chat with social media platforms like Facebook and Instagram.</small>	✗	✓	✓
agent chat handover. <small>Allows multiple team members to manage customer inquiries seamlessly.</small>	✗	✓	✓
automated follow-ups & drip messaging. <small>Sends scheduled reminders, promotions, and updates to customers.</small>	✗	✗	✓
customer sentiment analysis. <small>Analyzes chat interactions to measure customer satisfaction and sentiment.</small>	✗	✗	✓
*included conversations per month. <small>A set number of Reported WhatsApp conversations available each month without additional charges.</small>	100 <small>Additional Conversations US\$0.30 each</small>	250 <small>Additional Conversations US\$0.20 each</small>	1000 <small>Additional Conversations US\$0.10 each</small>
*monthly subscription. <small>Includes platform access, a dedicated WhatsApp number, your Echo tier conversation access and features, one agent access.</small>	US\$ 5.99	US\$ 11.99	US\$ 24.99



add ons.

agent access.

Add team members to manage live chats and collaborate with Echo in real time.

US\$ 5.99
per month

technical support/dev.

Custom integrations, automation, and technical support tailored to your business, billed hourly.

US\$ 29.99
per hour

advanced analytics & reports.

Get detailed insights into customer interactions, performance trends, and conversion data.

US\$ 59.99
per month

custom ai training.

Tailor Echo's responses and workflows to match your business and communication style.

based on brief

custom api integrations.

Connect SmartChat to your internal systems and business tools for seamless integration.

based on brief

why smartchat is right for you.

handle high
volumes with
zero additional
staff.

customize for
your specific
business
needs.

activate in
just 72 hours.

reduce response
time and improve
satisfaction.

convert more leads
with automated
conversations.

get started.

Whether you're starting small or scaling fast, SmartChat has a package that fits your business. Skip the back-and-forth. Scan the QR code to view packages, select your plan, and activate your SmartChat experience in minutes.

Launch your plan. Set up in under 72 hours.

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