

Bring new value to your clients with ai12z

Unlock new revenue streams and strengthen client relationships with a competitive AI offering

Partnering with ai12z provides your agency with AI search and assistants to transform your client's static content into active, conversational experiences. These digital assistants guide users through the brand, answer questions, help make decisions, and lead visitors toward key actions like making a purchase or becoming a member.

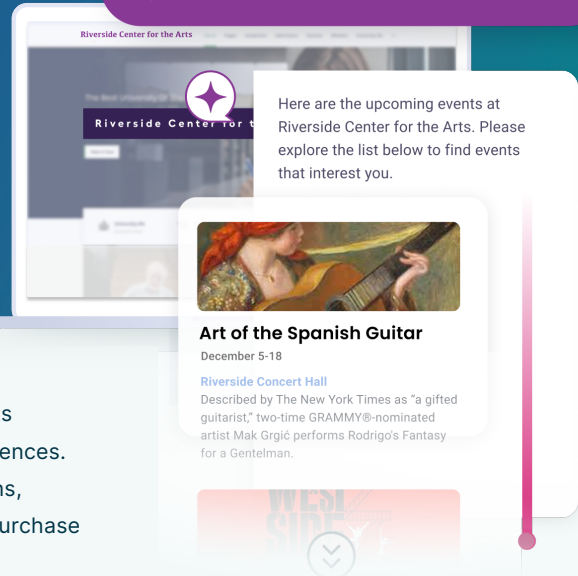
While they appear as a search bar or chatbot, these 'brand representatives' deliver a fundamentally new kind of user experience - one that understands intent and generates relevant, personalized responses in real time. As a result, visitors to your clients' websites and mobile apps engage for changing and worked with them on creating an online strategy.

AI is changing how people search for information, make decisions, and take action online. Your clients are recognizing it and they're looking to you for guidance on how to use this technology in an effective way.

This shift is somewhat similar to when websites and mobile apps first emerged and completely changed how consumers engaged with a business. There are two lessons worth remembering from that transition:



What are your upcoming events?



1

The organizations that moved early captured a long-term advantage

They recognized where customers were headed, identified how their behavior was changing, and worked with them on creating an online strategy.

2

Trying to build everything in-house wasn't sustainable

During this time, many organizations tried to create their own content management systems. In most cases, this drained time, money, and resources. Many agencies quickly realized the initial build was only the start; maintaining, customizing for each client, and continuously upgrading required far more effort than anticipated. The smarter move was adopting platforms built to evolve and scale.



What these lessons mean for agencies right now

It's time to act

AI adoption is moving fast, and the agencies that are bringing concrete, effective solutions to their clients are positioning themselves as long-term, strategic partners. Those who wait risk losing business to competitors who are already out there meeting brands with the solutions they're looking for.

All websites will have a digital assistant that represents their brand

The future of a website will no longer be a place that just houses static content. As individuals get used to tools like ChatGPT, where they can engage in an intelligent conversation to receive answers or support, they'll expect that same level of responsiveness across all digital experiences. Your clients' websites and mobile apps will need to offer that level of engagement to stay relevant and competitive.



Why search and chat are a smart place to start

There are a lot of new generative AI tools out there. The headlines tend to highlight the flashy, futuristic applications of this technology, but many of those solutions are also complex, require a lot of resources, and take time to deliver value. They can also feel like a big leap for brands just starting to explore AI.

Search and chat are different. They're familiar, widely used touchpoints that people already interact with every day. Improving these areas doesn't require a huge transformation, but it can make a meaningful difference quickly. And not only do they answer users' questions, but they can now help move individuals further along their customer journey. AI search and assistants can also be easily applied and customized across industries. For instance:

Travel and hospitality

AI assistants can support booking questions, make itinerary changes, and generate personalized trip recommendations.

Buy versus build

Building your own AI tools might solve one client's needs right now. But what happens when you need to scale and customize it for the next client? Or keep up with privacy rules, security threats, and changes in tech? Answer: you won't keep up.

With ai12z, your agency doesn't have to start from scratch and exhaust your resources. We're focused on scalability, compliance, security, documentation, continuous improvements and innovation to have the best-in-class platform—so you can focus on delivering more value to your clients. When your clients need something specific, you can build on top of our system instead of starting from zero. That means faster launches, fewer surprises, and more room for your team to focus on strategy, integration, and growth.

What's my flight status?



Flight on time, taking off at 10am.

Wed 13 Dec, 2025

NYC
10:00

... ✈ ...

CHS
12:30



Is strep throat contagious?



Northwood Medical Center has several resources about strep throat. Explore these resources to learn if strep throat is contagious, how it spreads, and ways to keep yourself and others healthy.

Understanding strep throat transmission



This resource includes evidence-based information on how contagious strep throat is, how it spreads, and measures you can take to reduce transmission.

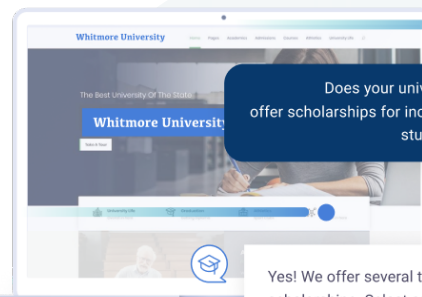


Healthcare

AI search can guide patients to the right care or services, without generating direct medical answers to help minimize risk.

Education

These tools can act as 24/7 digital student advisors that help manage course selection, housing requests, degree planning, and more.



Does your university offer scholarships for incoming students?



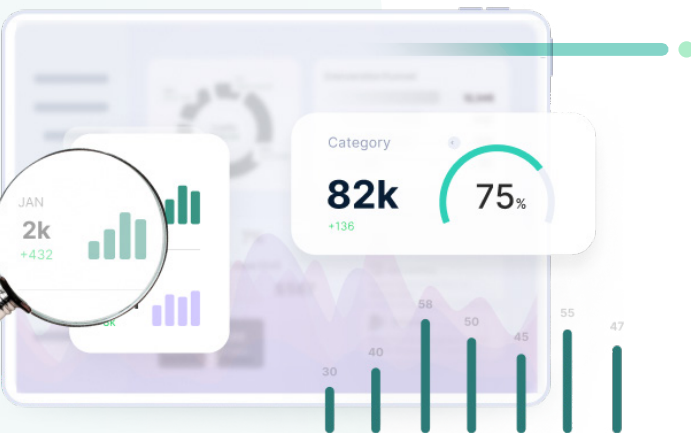
Yes! We offer several types of scholarships. Select an option below to learn more:

Merit-Based Scholarships

Need-Based Scholarships

Athletic & Specialized Scholarships

It's a clear, manageable starting point for businesses in any industry. One that allows your agency to show value quickly, while helping clients drive higher engagement and ultimately more conversions.



Three benefits to partnering with ai12z

1. Offer AI strategy sessions to your clients

First, offer strategy sessions and AI readiness consulting to your clients. Many businesses know AI is important but don't know where to start. These sessions can be positioned (and charged) as standalone consulting engagements. You help clients identify the right use cases by understanding their goals and map out what it would look like to transform those experiences and bring them to life.

For example, if you are helping a client redesign their website or launch a new CMS, you could help them explore how AI assistants could improve content discovery in key user journeys, like making a booking or starting a purchase. The focus is on using AI to enhance what's already in motion, not reinvent it.

2. Build custom AI agents

Second, build and deploy custom agents within the ai12z platform.

AI agents are tools that securely integrate with third-party systems to pull relevant information into the search or chat experience.

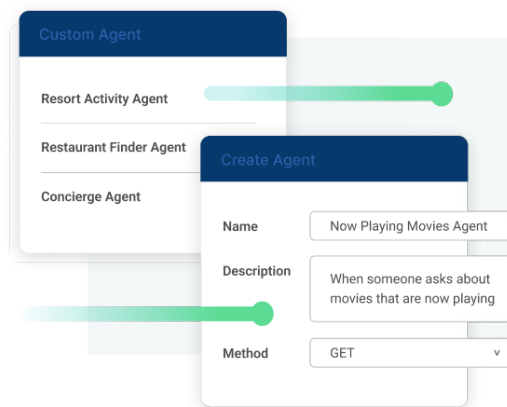
Once a client is ready to launch an AI search bar or chatbot, they will want to optimize that investment. At a basic level, the solution will ingest a brand's content from their website or mobile app and generate responses based on that information. But to deliver a richer, more connected experience, clients will need to introduce AI agents to access the data from their different systems.

ai12z provides a number of out-of-the-box (OOTB) agents, such as a weather agent that can go find current conditions and forecasts, or a Google Maps agent that provides directions and location information based on user input.

However, many clients will need agents tailored to their unique systems and workflows, whether it's pulling product availability from an inventory system, surfacing preferences or purchase history from a particular CRM, or submitting service requests through an internal platform like ServiceNow. This creates an opportunity for your agency to deliver more targeted, high-impact solutions, and build new revenue streams through custom development.

3. Brand the ai12z solution

Third, you can offer AI search and assistants under your own brand by white labeling the ai12z platform. This gives your agency the ability to integrate our capabilities into your existing products or services and makes it easy to scale across clients without reinventing the wheel.



For example, a manufacturing company adding an AI search bar to its website may want an AI agent that taps into real-time shipping data so customers can ask, “Where’s my order?” and receive the tracking information for their order, rather than a generic shipping timeframe you’d find on the FAQ page.

Here's how agencies are using it today:

As part of digital experience packages

Bundle AI assistants into site redesigns, CMS migrations, or mobile app rollouts.

As a standalone AI layer

Offer it as a simple, yet effective upgrade for clients looking to modernize with transformation or rebuild.



What can your clients expect?

AI search and chat assistants help users find what they need faster, in a way that feels intuitive and human.

That leads to:



Stronger engagement

24/7 instant support builds trust, keeps users engaged, and reduces bounce rates as they quickly find what they're looking for.



More satisfied customers

Responses are tailored based on user behavior, preferences, or past interactions, making customers feel understood and personally supported.



More lead conversion and sales

Personalized, intelligent assistants can support and engage visitors while guiding them to products or information, all of which can increase your clients' conversion rates. Unlike a static site, an AI assistant can proactively assist or cross-sell 24/7.



Lower support costs and increased efficiency

Deflect routine inquiries from expensive human support channels. By handling FAQs and common tasks, an AI assistant can lower the volume of calls, emails, or live chats that human agents must handle.

Plus, as users interact with AI assistants, it generates valuable data for the brand's digital strategy: what people are searching for, when they leave the conversation, and what content isn't resonating. These insights help clients refine their content and UX strategies.

They're also a powerful asset for you. As their digital experience partner, this data gives you a clearer view of what's working and where gaps exist, making it easier to recommend ongoing optimizations and deepen that relationship.



ai12z powers AI assistants on websites and mobile apps, helping site visitors quickly find information, complete tasks, and make purchasing decisions. With ai12z's AI search and digital assistants, marketers can engage and acquire new customers, driving conversions while moving users further along their journey.

For more information on ai12z, [visit our website](#).