



We Rebuilt an AI Assistant to Guide Decisions – Not Just Answer Questions

How a B2B Website Bot Became a Strategic UX Layer for Real Users

The Challenge: Answers Weren't Enough

In early 2024, a global B2B company launched an AI assistant on their website. It was functional:

- It answered questions.
- It worked in multiple languages.
- It helped with basic navigation.

But most visitors weren't just looking for support – they were trying to make choices:

- Comparing vendors and offers
- Preparing for sales conversations
- Figuring out who they could trust

The assistant didn't help with that. It waited for questions. It gave generic replies. It didn't know who the user was, what they'd asked before, or what they were trying to accomplish.

What We Learned From Real Users

Helping users find information is easy.

Helping them choose the right next step is harder.

After reviewing real sessions and behavior patterns, we found:

- People jumped between pages and lost context
- Asked the same questions in different ways
- Wanted to return and pick up where they left off

This wasn't just a chatbot problem – it was a UX gap.

Users didn't need answers. **They needed help deciding.**

Built for the Real World

We reimagined the assistant as an adaptive layer – not a standalone tool. It now supports real user intent across the site experience.



Intent-Aware Guidance

- Understands page content and user journey
- Suggests actions like “Compare this” or “Summarize”
- Adapts to previous inputs and navigation context



Multilingual & Voice-Ready

- Supports multiple languages
- Switches between voice and text seamlessly
- Designed for mobile interaction



Memory & Continuity

- Revisits responses and remembers favorites
- Maintains session continuity across tabs
- Future-ready for long-term personalization



Multilingual & Voice-Ready

- Integrates into any digital experience
- Scales across geographies and product lines
- Open for future plug-ins (external data, smart search, etc.)

What Changed – and Why It Mattered

BEFORE

Static Q&A flow

No memory or personalization

Sales team answered repetitive questions

AFTER

→ Guided decision support

→ Context-aware, persistent interactions

→ Users self-qualify before sales engagement

The result wasn't just a better assistant.

It was a better digital experience – one that supports trust, exploration, and decision-making.

Optimize Your UX For More Conversions

Your users come with questions.

If they leave with more uncertainty than clarity - your AI assistant isn't doing enough.

AI helps your users make decisions.

Designing for intent, not just interaction, turns AI into a strategic part of the user journey.

And it helps businesses deliver real outcomes.

Better experiences build trust - and move users forward through the funnel.

Learn More

Led by the team at First Line Software, this assistant is part of our ongoing work to build AI-powered user experiences that actually help people decide.

On LinkedIn, we share demos, case studies, and our thinking on what it takes to become an AI First Company

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