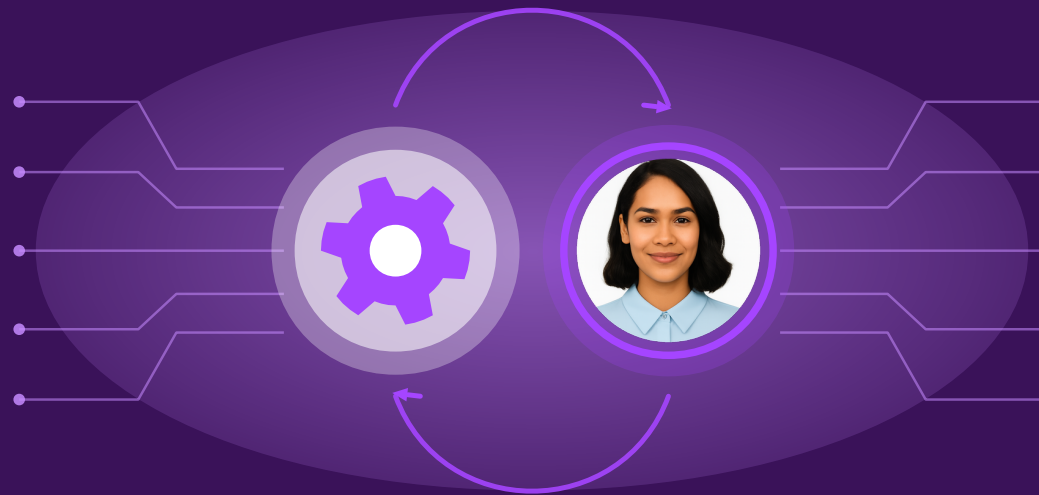




GTM MINI-PLAYBOOK · 06

How Digital Reps Power Website Engagement

Your website is the highest-traffic, least-attended sales surface you own. A Digital Rep turns passive pages into live conversations, at every hour.



START HERE

How to use this playbook

Smooth AI is a buyer-led growth platform for B2B revenue teams. It lets you deploy a Digital Rep: a humanlike, interactive avatar that speaks with buyers in real time, answers their questions from your own knowledge, handles objections, qualifies interest and books meetings. Your Digital Rep can run on your website, on a branded landing page, or behind a shareable link you can put anywhere. Every play that follows assumes you have created, trained and deployed a Digital Rep of your own.



Sophie

Smooth AI's own Digital Rep, used as the example throughout this playbook

- ✓ Choose an avatar and a voice
- ✓ Give it a name that fits your brand
- ✓ Train it on your site and documents
- ✓ Set your sales and conversion model
- ✓ Deploy on your site or a shareable link
- ✓ Then run the plays that follow

Sophie is Smooth AI's own Digital Rep and appears here only as the example. Yours carries the name, avatar and voice you choose, so read Sophie as your own branded Digital Rep throughout.

THE PROBLEM

Your website talks. It has never listened.

Every page you have ever published is a monologue. It presents what you decided to say, in the order you decided to say it, to a visitor whose actual question you will never learn. They read, they form a view, and they leave. The only door you offer is a form, and the only thing it collects is an email address.



Traffic without conversation

Most visitors read, form a view and leave without a single question of theirs ever being answered.



The form is the only door

A visitor with one specific question is asked to trade contact details for a callback days later.



You see clicks, not questions

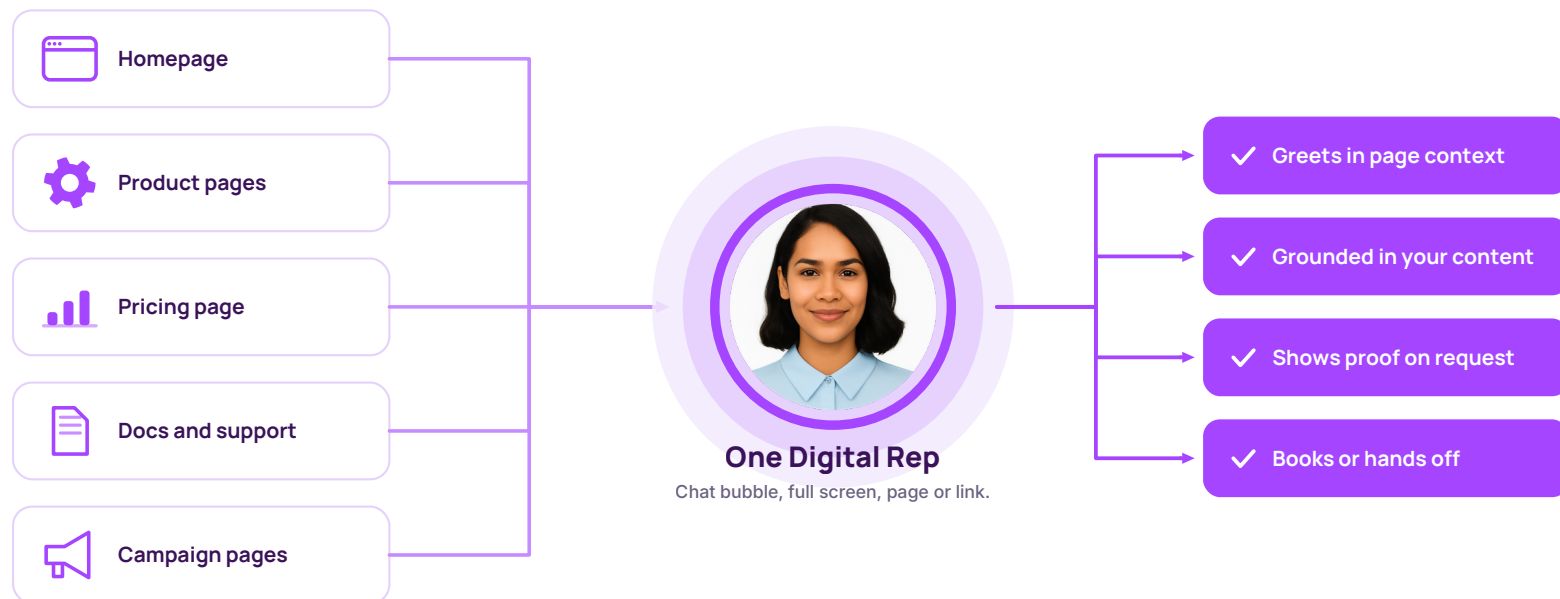
Analytics tell you which page was viewed. Nothing tells you what the visitor wanted to know.

The largest conversation surface your company owns is also the least instrumented one.

THE MOTION MAP

Every page becomes a place to ask

Smooth AI deploys a Digital Rep across your site as a floating chat bubble, a full-screen experience, a dedicated landing page or a shareable link. The visitor decides when to engage, and the same trained Rep answers consistently on every surface.

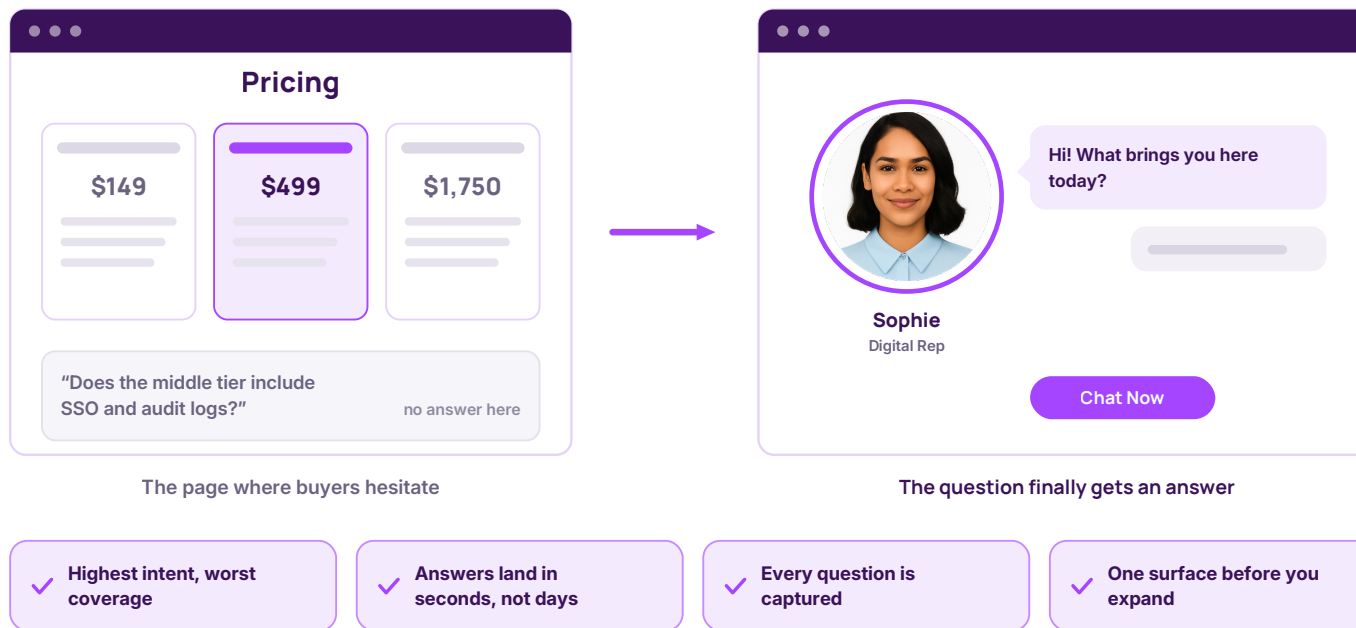


One Rep, one knowledge base, every surface. Add a page, not another chatbot script.

PLAY 01

Start where hesitation concentrates

Pricing is where buyers stop and think, and it is where the unasked question does the most damage. Deploy one Digital Rep there first, then read the first hundred transcripts before you expand anywhere else. Two weeks of that produces more usable insight than a quarter of dashboard review.



The gap between the questions your pages answer and the questions buyers ask is always wider than expected.

PLAY 02

Let the Rep show, not just tell

Answering is necessary but not sufficient. A Digital Rep can present the right slide, launch the demo video, open the ROI calculator or surface the booking widget at the moment the conversation calls for it, inside the same experience, so the buyer never has to leave and start over somewhere else.



Sophie shows the answer

The dynamic display area,
driven by the conversation
itself

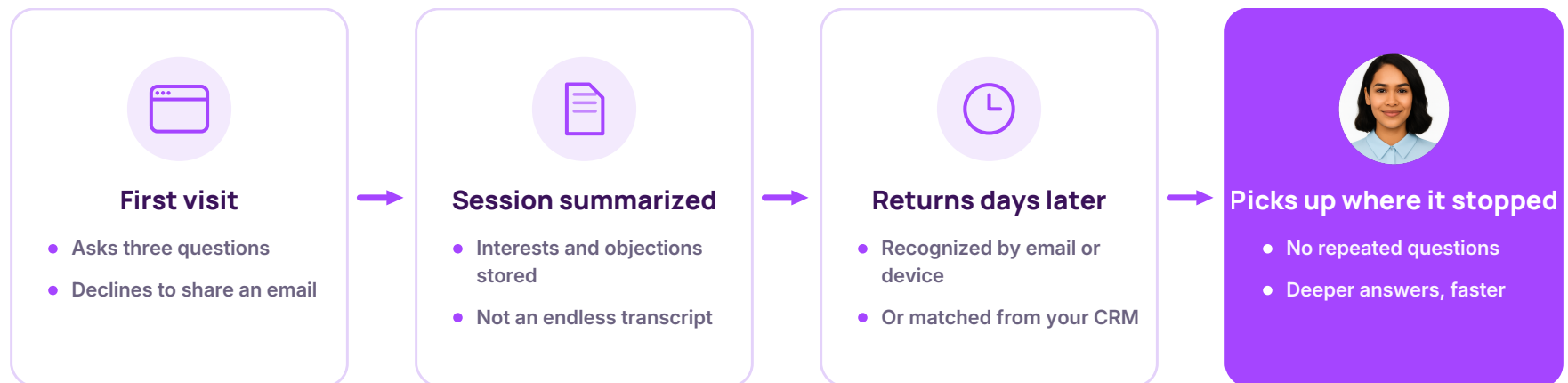
- ✓ Presents the right slide in context
- ✓ Launches the relevant demo video
- ✓ Opens an ROI calculator
- ✓ Surfaces downloadable resources
- ✓ Embeds the booking widget
- ✓ Starts a free trial flow
- ✓ Opens the pricing or checkout path
- ✓ Captures contact details in flow

Presentation stops being something a rep does on a call and becomes something the buyer can trigger at midnight.

PLAY 03

Recognize the visitor who comes back

Most website analytics treat every session as the first one. A Digital Rep carries memory: it recognizes a returning visitor, recalls what they asked, what was shown and what they objected to, and picks the conversation back up instead of restarting it.



Buying takes weeks. A conversation that resets every visit adds friction to every one of them.

PLAY 04

Hand your team a briefing, not a lead

A form gives a rep a name and a checkbox. A conversation gives them a transcript, the buyer's journey stage, their detected archetype, the objections they raised and the questions your content could not answer. The first human interaction then starts from context rather than from zero.

What a form hands your team

A name and a checkbox

- ✗ An email address
- ✗ A dropdown selection
- ✗ A timestamp
- ✗ A page URL
- ✗ A rep who must start from zero

What a conversation hands your team

A briefing

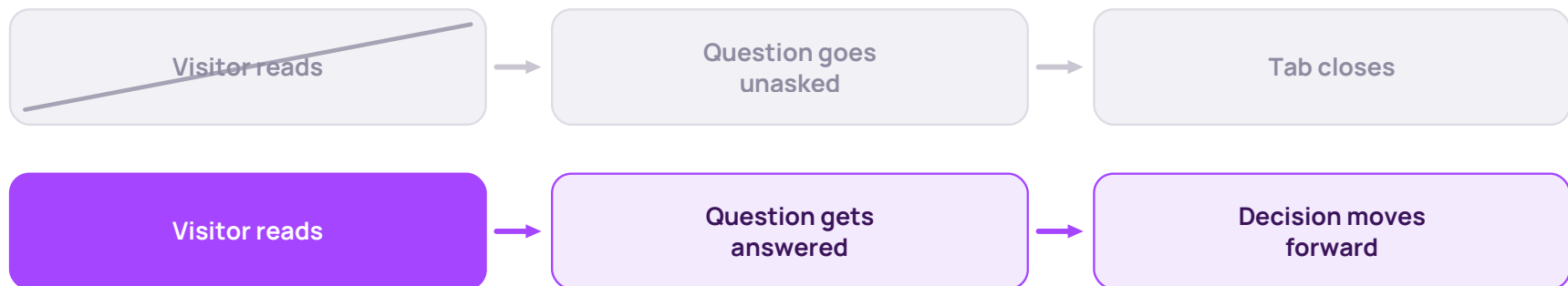
- ✓ The full transcript
- ✓ The buyer's journey stage
- ✓ Their detected archetype
- ✓ Every objection they raised
- ✓ The questions your content missed

The rep's first call lands better because it is not a rediscovery of what the buyer already told you.

WHY THIS WORKS

Buyers do not leave unconvinced. They leave unanswered.

A visitor with one specific, unresolved question does not fill in a form and wait. They open a competitor tab, or they ask an AI assistant that has never read your documentation. Either way the answer they act on is assembled without you. Putting a knowledgeable conversation on the page closes that gap in the only window that matters.



The choice is no longer human rep or self-service. It is a conversation grounded in your knowledge, or someone else's summary of you.

THE IMPACT

What changes when the site can answer back

The traffic does not change. The spend does not change. What changes is the share of visitors who reach a real answer on the day they arrive, and the fact that every question they asked is now recorded, categorized and available to your content, product and sales teams.

**Answers in the window**

Help arrives while the visitor is still on the page, not days later.

**Higher engagement**

More visitors start a conversation than ever filled in the form.

**Coverage after hours**

Nights, weekends and every time zone are attended by default.

**A live content gap list**

Every question your knowledge base could not answer, ranked.

**Cleaner handoffs**

Reps inherit context instead of performing rediscovery.

**Consistent messaging**

One knowledge base means the site and the Rep cannot contradict each other.

Traditional analytics tell you a page was viewed. A Digital Rep tells you what the visitor wanted to know.



Ready to make your website answer back?

Deploy a Digital Rep on your highest-intent page and read what your buyers are actually asking.

Try it free at www.getsmooth.ai

Deploy your Digital Rep today.

Smooth