Aligents
BUSINESS SOLUTIONS

Less busywork. More runway.

A clearer brand. A better website. Work that moves.



Websites, AI agents, workflow automation and brand identity for home service and professional service businesses.

MOHAVE COUNTY, ARIZONA / SERVING THE UNITED STATES

Good work deserves a better system.

The problem often shows up between the jobs: before a customer books, while information changes hands, or after a quote goes out.

01 / Inquiries lose momentum

A customer calls, completes a form or sends a message. The request reaches the team, but the next action is unclear.

If it continues

Interested people can lose confidence or choose someone who makes the next step easier.

Where we help

Website inquiry paths and connected follow-up workflows.

02 / Your team becomes the search engine

People repeat answers, search folders and interrupt the person who knows where everything lives.

If it continues

Customer work competes with internal searching, and the business relies on a few people remembering everything.

Where we help

AI assistants grounded in approved information, with a clear human handoff.

03 / The brand tells different stories

Your site, proposals, social profiles and printed materials feel like separate companies.

If it continues

Buyers have to work harder to understand your value. Your team spends time recreating materials.

Where we help

A consistent identity, useful message system and reusable templates.

Small delays can become daily drag.

One manual task is manageable. Repeating it across people, tools and customers is what consumes the day.

The immediate friction

A request is copied by hand. A status update waits for someone to remember it. A customer asks the same question twice.

The compounding effect

The team adds reminders and workarounds. Ownership becomes harder to see. More demand can create more administrative pressure.

The business consequence

You may spend more effort supporting the process than improving the customer experience. Opportunities can stall, and small mistakes can reach customers.

Make the repetition visible

Count repetitions, minutes, missed handoffs and rework. Establish a baseline before deciding what is worth changing.

ILLUSTRATIVE TIME BASELINE

6 minutes x 50 repetitions = 5 hours per week

Arithmetic example only. Not a client result, savings promise or forecast.

Connect the experience to the operation.

Each service can stand alone. Together, they can create a more coherent path from first impression to follow-through.

Brand identity

Help customers recognize you and understand what you stand for.

Creates

Logo system, messaging, guidelines and reusable business materials.

Websites

Make it easier to understand your services and take the next step.

Creates

Responsive pages, clear content and purposeful inquiry or booking paths.

AI agents

Help find approved information and prepare the next action.

Creates

A bounded assistant, source rules, evaluation examples and human escalation.

Workflow automation

Move agreed information and tasks between people and systems.

Creates

Triggers, rules, handoffs, exception handling and operating instructions.

ONE PRACTICAL NEXT STEP. A SYSTEM YOUR TEAM CAN USE.

Give every visit a clear next step.

Your website should explain the offer, answer the important questions and help the right customer act.

The pain

People reach your site but cannot quickly tell whether you serve them, what to do next or why they should trust the process.

What can happen

A visitor leaves, a poor-fit inquiry reaches your team, or staff spend time answering questions the site could have clarified.

How Aligents helps

We organize the offer around the customer journey, then design and build a responsive experience with useful next steps.

A typical scoped engagement

Service and audience discovery; page and content plan; responsive design and build; inquiry or booking integration; page titles, descriptions and semantic structure; agreed accessibility and performance checks; launch and handoff instructions.

What to measure

Qualified inquiries, completed bookings, form errors and the points where visitors stop. Analytics and reporting are included only when agreed in scope.

CLEAR SCOPE. PURPOSEFUL DESIGN. A PRACTICAL HANDOFF.

From interest to a useful inquiry.

Illustrative journey: a home-service customer needs help and wants to know whether your business is the right fit.

A purposeful homepage

Explain the service, location or service area, customer fit and primary action. Use real evidence where available, and label independent concepts clearly.

A useful inquiry path

Ask only for information needed to assess the request. Provide clear labels, error messages and confirmation. Connect the approved booking destination where appropriate.

A workable handoff

Route the inquiry to the agreed person or system. Test delivery and failure behavior, so a polished page does not hide an unreliable process.

What you provide

Approved service information, contact details, domain access, brand assets and the person who can approve content. Hosting, paid tools and ongoing maintenance are agreed separately.



Give your knowledge a useful interface.

An AI agent is an assistant configured for a defined job, with agreed information sources, permissions and limits.

The pain

Your team repeatedly searches for answers, drafts similar replies or gathers the same intake information.

What can happen

Answers vary, interruptions increase and important work waits for the one person who knows the process.

How Aligents helps

We build assistants around a specific task and approved sources, then define what they can answer, prepare or do - and when a person takes over.

Practical applications

Internal knowledge support, service-question assistance, structured intake and staff draft preparation. The right use depends on the information available and the consequences of an error.

A typical scoped engagement

Use-case brief; approved-source map; prompt and tool configuration; permission and escalation rules; test scenarios and evaluation results; operating guide; agreed deployment and handoff.

CLEAR SCOPE. PURPOSEFUL DESIGN. A PRACTICAL HANDOFF.

Useful answers. Defined boundaries.

Illustrative assistant: prepare a service response from approved material, then hand off anything outside its authority.

Define the job first

Agree the audience, supported questions, source owner and success criteria. An assistant should not quietly expand into decisions it was never approved to make.

Test the difficult cases

Include missing information, conflicting documents, misleading requests and tool failures. Review whether answers are supported and whether the assistant escalates appropriately.

Control consequential actions

Decide which tools it can use and what needs approval. A draft response is different from sending a message, making a promise or changing a customer record.

Keep it maintained

Agree source updates, access, review frequency and maintenance responsibilities. Measure answer usefulness, supported-answer quality, escalation behavior and failed actions. No assistant is assumed error-free.



Stop making people be the connection.

When the rules are clear, connected workflows can move routine information without asking your team to carry every step.

The pain

Your team re-enters information, moves status updates by hand and relies on memory to keep work moving.

What can happen

Duplicate records, delayed responses and missed tasks can become harder to spot as workload grows.

How Aligents helps

We map the current workflow, define its rules and connect the systems that can support a reliable next step.

Practical applications

Inquiry routing, quote follow-up, appointment reminders, document requests, internal notifications and status updates - subject to the capabilities and permissions of your tools.

A typical scoped engagement

Current-state map; trigger/action specification; required integrations; field mapping and validation; duplicate and retry rules; exception alerts; test record; operating guide and ownership handoff.

CLEAR SCOPE. PURPOSEFUL DESIGN. A PRACTICAL HANDOFF.

A handoff you can see and manage.

Illustrative workflow: a new inquiry becomes an owned task, with a visible exception path when something fails.

Start with the real process

Identify where the request enters, what information is required and who owns the next step. Confirm the business rule before building around it.

Design for exceptions

Decide what happens with missing fields, duplicate records, unavailable tools and unanswered tasks. Not every exception should be retried automatically.

Keep control with the team

Use agreed access, notifications and manual recovery steps. Define who can pause, change or approve the workflow and how changes are tested.

Measure the process

Track time to first action, completion rate, duplicate or failed runs and rework. Compare with the baseline; validate the effect of each automated step before making an impact claim.



Look as considered as the work you do.

A brand kit gives your business a consistent visual identity and a practical system for using it.

The pain

Your logo, website, documents and social profiles feel disconnected. Every new material starts from scratch.

What can happen

Customers may find your business harder to recognize. Your value becomes less clear, and your team loses time making design decisions repeatedly.

How Aligents helps

We define a coherent direction, build the identity assets and document the rules so the system can be used consistently.

What the system can include

Logo lockups and variants; palette and typography; positioning and voice; brand guide; editable business templates; digital tokens; usage mockups; organized source files and handoff.

What makes the handoff useful

Clear file names, actual editable formats, practical usage examples and production instructions. Mockup images stay separate from the artwork used to print or build.

CLEAR SCOPE. PURPOSEFUL DESIGN. A PRACTICAL HANDOFF.

Choose the depth your business needs.

Three levels of support for one business identity. Final deliverables, formats and schedule are confirmed before work begins.

Brand Foundation

10 business days

A professional foundation

45-minute discovery; one creative direction; primary, secondary and symbol logos; color, reversed and single-color SVG/PDF/PNG; palette and typography; basic voice guidance; 8-10-page guide; profile image and favicon; one mockup.

Review and handoff

Two consolidated revision rounds. 30-minute handoff.

Brand Launch

15-20 business days / Recommended

Identity plus everyday materials

Foundation deliverables, upgraded to two initial directions, one developed; 60-minute discovery; positioning and introduction; 16-20-page guide; one-person business card and email signature; letterhead; two social layouts; one platform banner; three mockups total.

Review and handoff

Two consolidated revision rounds total. 45-minute handoff.

Signature Brand System

25-30 business days

A coordinated working system

Launch deliverables, plus 90-minute workshop; review of three competitors; story and three service descriptions; 24-32-page guide; proposal cover; invoice; five presentation layouts; five social layouts and five mockups total; desktop/mobile homepage concept; eight-component UI reference; CSS/JSON tokens.

Review and handoff

Three consolidated revision rounds total. 60-minute handoff. Website development is separate.

Consistency people can recognize.

A coherent identity carries through the places customers see you and the materials your team uses every day.



ILLUSTRATIVE AI-GENERATED MOCKUP / PRODUCTION ARTWORK SUPPLIED SEPARATELY

From guide to application

The approved artwork and editable layouts are the working assets. A visual mockup helps you see the direction before production.

What to expect

Your materials are designed for the agreed channels. Printing, specialty finishes, embroidery and supplier proofing are scoped separately.

A clear path, at your pace.

Start with the work worth improving. Agree what success means before choosing a design or a tool.

01 / Conversation

A free 20-minute consultation to discuss a goal, a bottleneck and whether there is a useful fit.

You bring

One real example and the outcome you want to improve.

02 / Free assessment

The free Pre-Flight Assessment reviews one workflow and provides a written recommendation for a practical next step.

We clarify

Inputs, boundaries, dependencies and ownership.

03 / Build and review

Develop the agreed system, test representative scenarios and review the result with the people who will use it.

You see

Defined review points and evidence from testing.

04 / Handoff

Provide the agreed files, operating instructions and walkthrough. Ongoing support is available only under a separate agreed scope.

You receive

A clear owner and a practical next step.

ONE PRACTICAL NEXT STEP. A SYSTEM YOUR TEAM CAN USE.

Keep the next job from getting lost.

Example only: a home-service business receives inquiries through a website, phone messages and email. This is not a client case study.

Before

Requests arrive in different places. Staff copy details into a tracker and follow up when time allows. No single view makes the next owner obvious.

If nothing changes

As inquiry volume grows, the same process can create more checking, more interruptions and a higher chance that a request waits unnoticed.

A possible Aligents scope

Clarify the website offer, improve the inquiry form and connect approved intake channels to an owned follow-up task. Add alerts for incomplete or failed handoffs.

What to validate

Can the team see every received inquiry? Is the next owner clear? Are failures visible? Measure first-action time and completed follow-up before making impact claims.

Clear service page — **Structured inquiry** — **Owned follow-up** — **Visible exceptions**

Make expertise easier to access.

Example only: a professional-service team repeatedly explains its process and gathers the same onboarding information. This is not a client case study.

Before

Clients receive inconsistent documents, staff search for process details and onboarding requests move through long email chains.

If nothing changes

A growing workload can amplify repeated explanations, missing information and dependence on a few experienced team members.

A possible Aligents scope

Align the brand and client documents, build an internal assistant from approved process material and automate agreed document requests or reminders.

What to validate

Are sources current? Does the assistant escalate unsupported questions? Are intake gaps visible? Professional judgments and sensitive actions stay with the authorized person.

Consistent materials — **Approved answers** — **Structured intake** — **Human review**

Clear expectations are part of the service.

The right engagement is defined by the business problem, the available inputs and the people who will own the result.

You bring

A business goal; a real workflow or customer journey; approved content and brand material; the relevant system owner; access that can be granted appropriately.

We agree

Deliverables, formats, responsibilities, review rounds, acceptance criteria and the handoff.

Project definition

Each engagement begins with a defined problem, agreed deliverables and clear acceptance criteria. Choose the service or brand tier around what your business needs to use.

Related services

Hosting, software subscriptions, licensed fonts, printing, photography, maintenance and third-party services are separate unless expressly included.

Brand kit timing

The clock begins after scope confirmation, completed intake and required materials arrive. Client review time and scope changes extend the schedule.

Review and changes

One revision round is one consolidated feedback submission on the selected direction. Extra directions or deliverables require an updated brief. Confirm the review owner and handoff before work begins.

Bring one bottleneck. Find a clearer next step.

Book a free 20-minute consultation. No obligation to proceed.

What we will discuss

Your goal, where the current process gets difficult and whether a website, assistant, automation or brand system is worth exploring.

What happens next

The free Pre-Flight Assessment reviews one workflow and includes a written recommendation. Implementation and ongoing support are scoped and priced separately in writing.

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