



**AI words,
minus the
buzz.**

4 terms every SME owner keeps hearing.

Swipe →

Speed-to-lead

How fast you reply to a new enquiry with a real next step. The first useful reply usually wins the job.

Used in → Missed-call text back

Missed-call text back

An instant text from your business number when a call goes unanswered — so the caller doesn't dial the next company.

Used in → AI front desk

Human-in-the-loop

AI drafts and prepares; a person approves anything that's sent, signed or spent.

Used in → Every build we ship

Vibe coding

Building software by describing it to an AI tool. Fast — and worth a security review before real users arrive.

Used in → Vibe-code tune-up

Less jargon. More hours back.

We build custom agentic AI on the tools you already use — and you own the code.

