



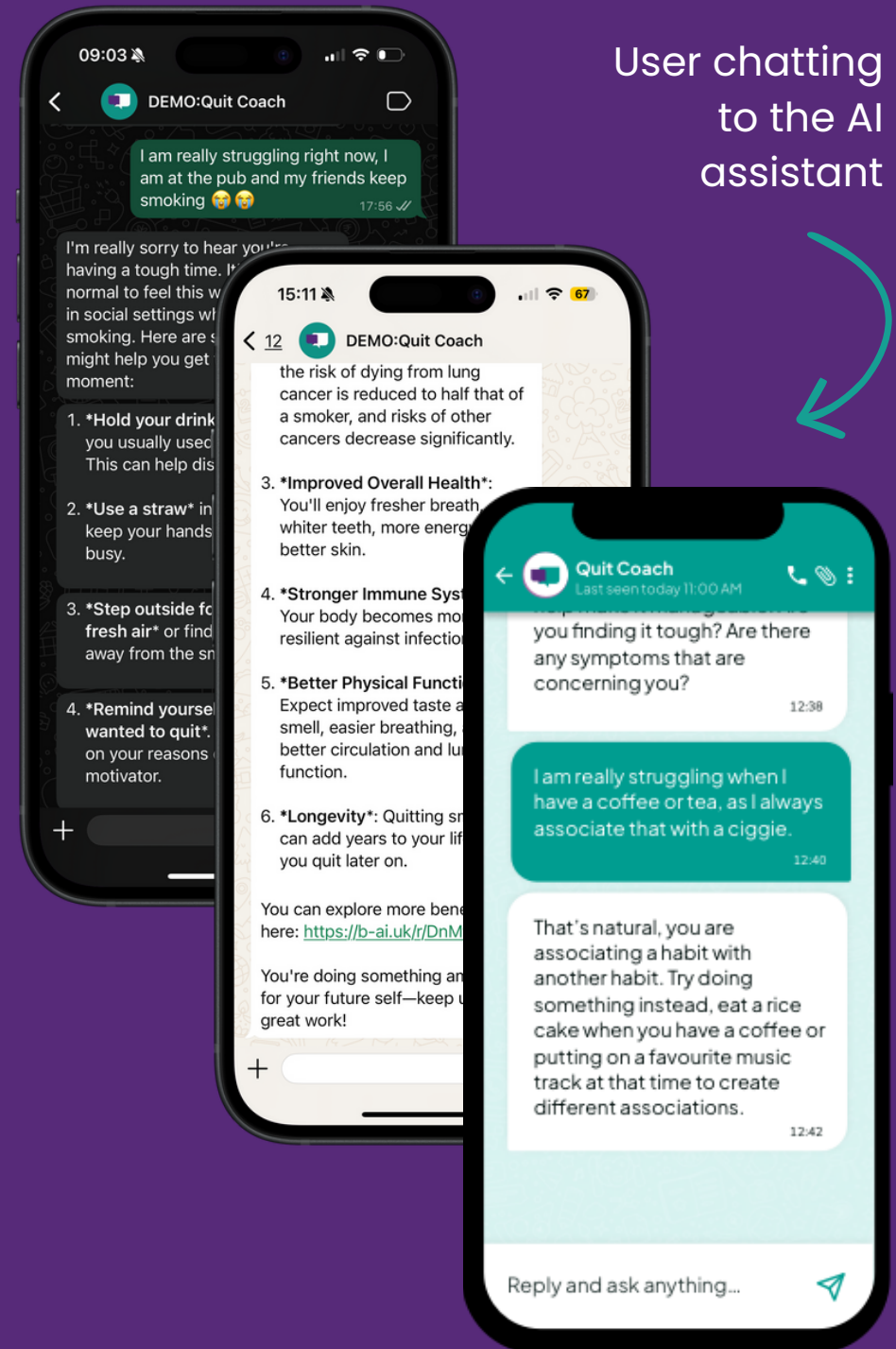
INTRODUCING QUIT COACH

Your AI-powered health
management tool



QUIT COACH ACTS AS AN EXTENSION OF YOUR TEAM

Seamlessly integrated with your knowledge and processes, Quit Coach provides a supportive, informative experience that guides users through their quit journey.



Our mission is to help people manage
their health journeys through clear
guidance, supportive interactions and
timely information.

THE NEED

Problems we are solving



Hard to find credible sources

Navigating through the vast online landscape can be a challenge. It's tricky to find reliable sources for various health challenges (smoking, vaping, alcohol abuse) in the sea of information available.



Equitable Access for All

Using the UK's most popular communication service - WhatsApp - we are able to widen access and provide information & advice in any language, 24/7 via voice or text.



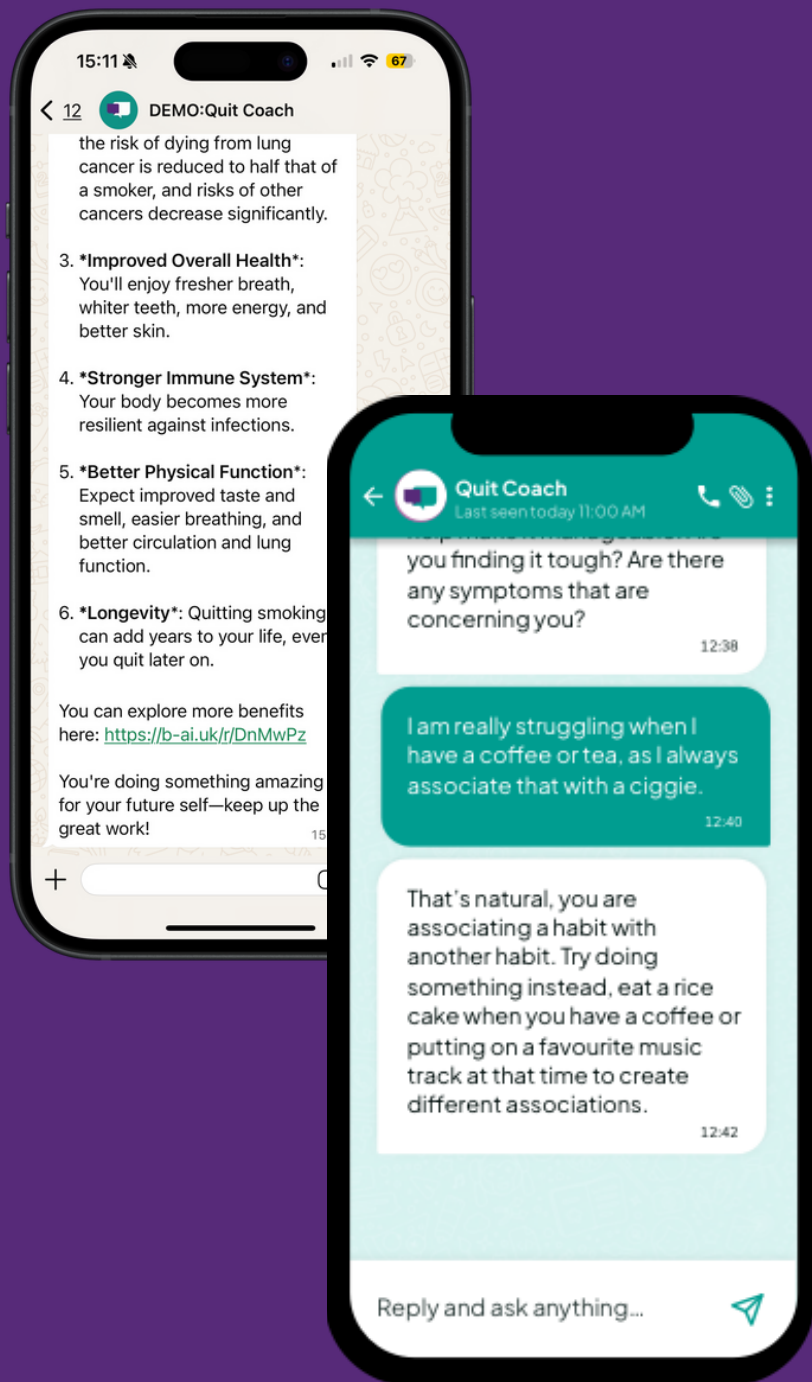
Resorting to human assistance

Many existing online tools, including live chat assistants, offer limited value and frequently require escalation to human support. Quit Coach reduces this reliance by delivering consistent, human style AI interactions.



Supporting proactive advice

Quit Coach has an inbuilt ability to proactively message people and reengage them with support to ensure their ongoing needs are met. People can also return to their queries and answers at a later date as required.



Introducing QUIT COACH

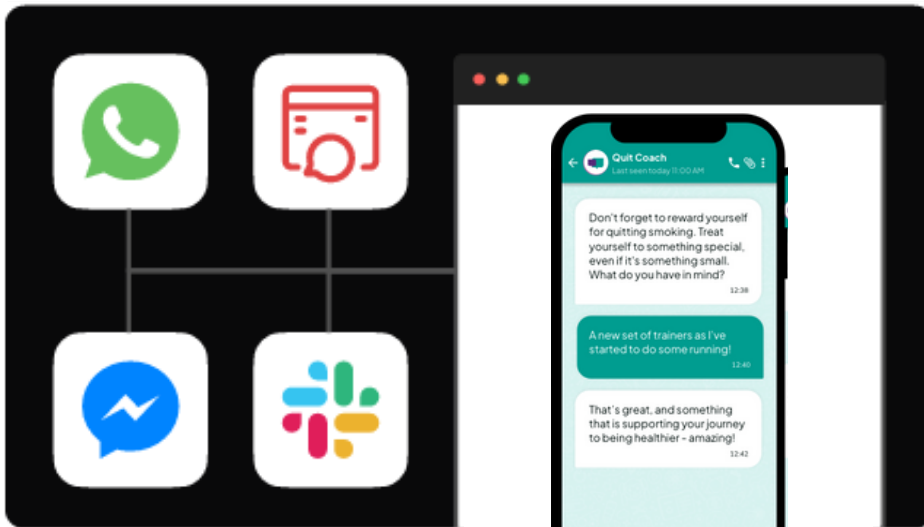
Quit Coach is an AI-powered digital assistant that supports individuals through health improvement and behaviour change, for example to support smoking cessation, helping people quit vaping and addressing alcohol dependency. Built using your organisation's evidence-based guidance and expertise, Quit Coach provides personalised, supportive conversations that help users navigate challenges and access the right information at the right time. Delivered via familiar digital channels and configurable to your brand and tone of voice, Quit Coach operates as a scalable, always-available extension of your service.

OUR SOLUTION

Key features

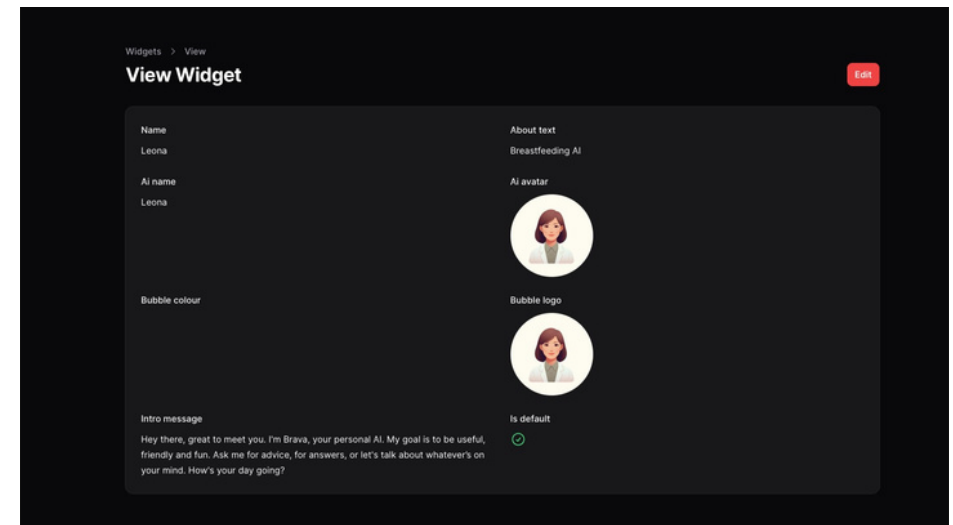


Accessible Tool:



Deliver the power of Quit Coach via a range of platforms & languages, via voice and text, ensuring support levels are accessible for all.

Comprehensive Dashboards:



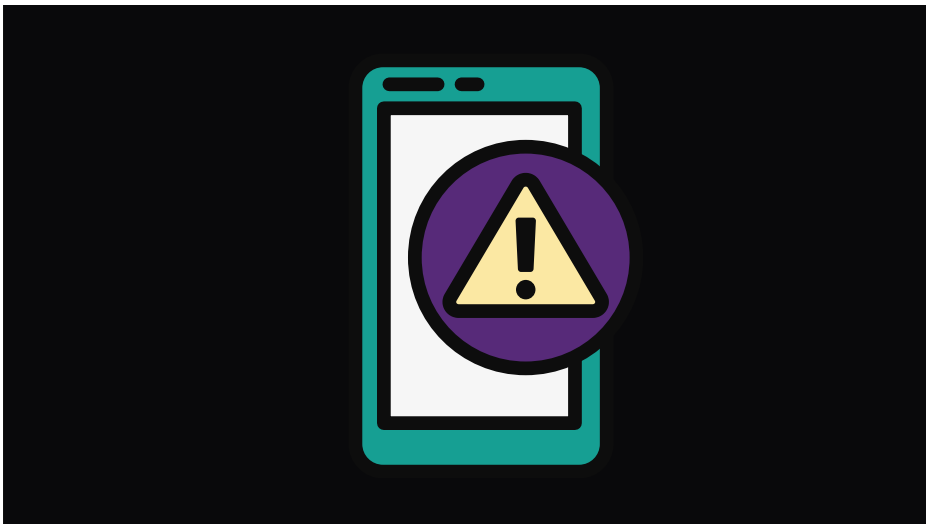
Capturing every conversation, summarising & where appropriate auto-translating all conversations, as well as comprehensive metrics.

OUR SOLUTION

Key features



Safeguarding:



Active multilingual monitoring layer to capture any conversations that may raise safeguarding issues, and proactive internal alerts.

Comprehensive Cyber and IG Approach:



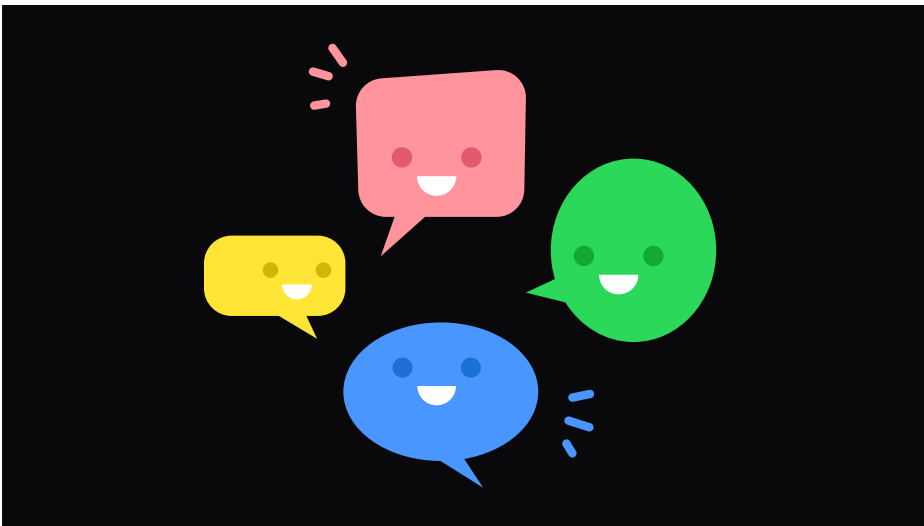
Alongside ISO 42001, Quit Coach benefits from a comprehensive cyber pack, to answer all IT & AI questions, as well as council co-designed information governance approach and shared documentation.

OUR SOLUTION

Key features

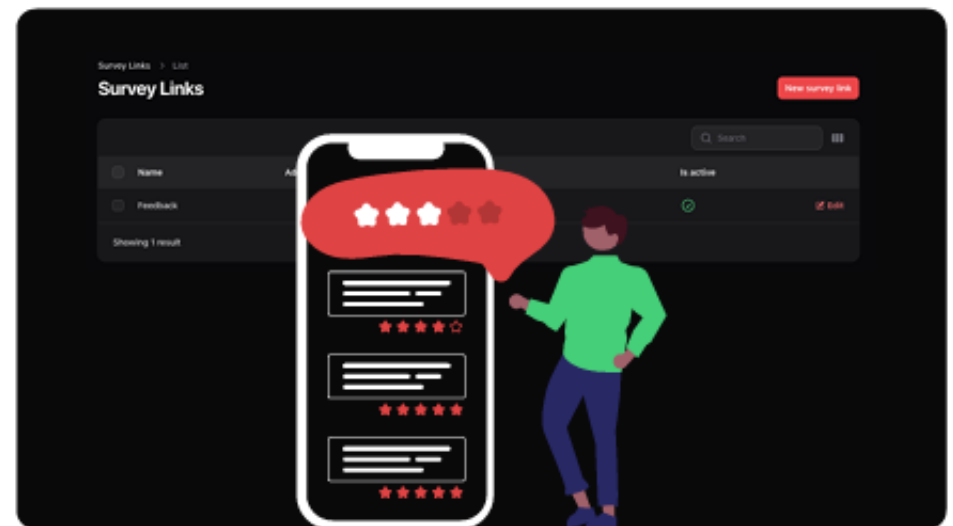


Expanding Resource:



Quit Coach is able to manage 100s of conversations simultaneously, helping people with their journeys confidently, kindly & clarifying questions where required.

Proactive Guidance:



Proactively contacts users to support, gather feedback and improve services, as well as responding to inbound conversation. Always drawing on a knowledge bank curated by you.

HOW DOES IT WORK?

Quit Coach harnesses the power of AI models and marries this with your own knowledge and processes. From a user perspective, their interactions are simple and align with conversations they would have with people.

COMING SOON...



YOUR STOP SMOKING AI ASSISTANT







Don't forget to reward yourself for quitting smoking. Treat yourself to something special, even if it's something small. What do you have in mind?

12:08

I'm saving the money for a holiday this summer, I can't wait!

12:08

Good for you! With the money you save you could go somewhere really special.

12:08

Coming

It's so much easier to give up smoking with a bit of moral support and advice – and statistics show that with the right support, you're up to three times as likely to quit for good.







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Quit Coach will be available through WhatsApp and is free for those who live or work in Medway. This helpful tool offers the same level of connection and help that you'd receive from one of our expert advisers but having it on your phone means that support is available 24/7, in your chosen language.

Quit Coach will be personalised, offering a quit plan, regular check-ins, motivational tips, and help when you need it most.

Medway's new Director of Public Health, Dr. David Whiting, said:

"We offer residents a real choice as to how they want to quit smoking, and the addition of Quit Coach will bolster our already fantastic stop smoking service. This new AI tool will let our residents have support at their fingertips, ready to assist whenever they need it most. In our fast-paced world, Quit Coach will make accessing support easier than ever."

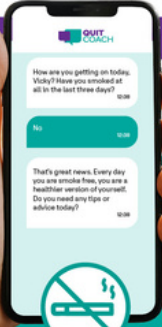
Created by the Medway Stop Smoking Service, Quit Coach has been created using all the expertise and understanding that has helped thousands of people quit smoking since 2004.

You can also receive vouchers for patches, gums and other nicotine replacement products, redeemable at your local pharmacy.

COMING SOON



YOUR STOP SMOKING AI ASSISTANT





USE CASE

Medway Council

Following the successful deployment of an infant feeding specialist, built using the same AI approach that powers Quit Coach, Medway Council piloted the tool to complement and enhance its existing stop smoking services, including a one-stop shop and a drop-in centre.

Utilising funding from a Section 31 grant and supporting between 140 and 180 quit attempts, the council was keen to explore how an AI-based smoking cessation service could deliver financial benefits, including a projected cost saving per quitter. Retaining full control over the content referenced by the AI model was also a key requirement, ensuring that all advice provided by Quit Coach aligned with the council's public health guidance and met expectations around safety, quality, and reputation.

Quit Coach is currently available 24/7 via WhatsApp, providing ongoing support to individuals at any stage of their journey to stop smoking for good.

“As a public health team, we’ve always embraced technology that can help support our interventions. With the arrival of AI it made sense to explore how this technology could enhance this successful service. Last year we piloted use of AI within the Infant Feeding support service and the potential was massive. Through WhatsApp, we have the chance to support residents on their health journey and Bullet AI have been brilliant in understanding our needs and applying their AI tool to our needs. We are so excited about our new AI powered Quit Coach, and the support it can offer.”

Scott, Public Health, Medway Council

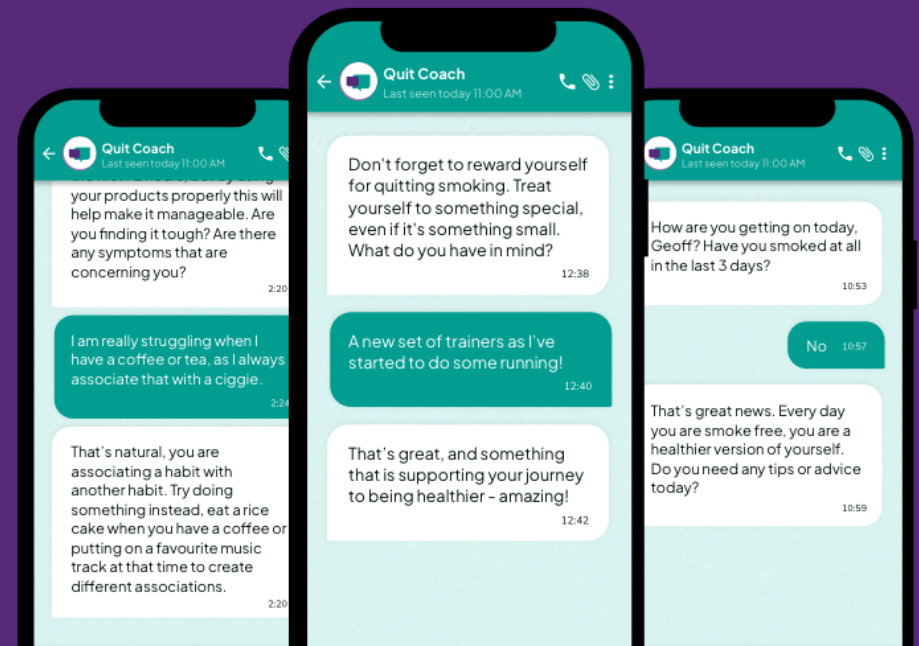
LIVE DEMO

Try our AI assistant

Start chatting to our test AI assistant for free and experience the magic of intelligent conversations. We can even customise the look and feel to match your brand.

Get in touch to arrange a customised demo:

info@cc2i.org.uk





WHO ARE WE?

Delivering digital solutions to increase efficiency

Working with our technical partner Bullet AI, we are delivering complex technical solutions to make a real difference. Our approach is all about making the complicated, simple.

www.cc2i.org.uk



Certificate No:488752025

Frequently Asked Questions

Does the AI assistant take any personal data?

Out of the box, no, the tool will not seek any personal data. We've deliberately kept things simple. That said, we can interact with third party systems during chat conversations so data can be taken and fed into those systems where needed (e.g. CRM, Case/Client management systems).

Is the assistant easy to set up and deploy?

Yes, our AI powered chat assistant is designed to sit on top of or separate to your core offering. We'll harness your knowledge (via direct input or scraping data from web pages and documents). The assistant can then sit on your website as a widget, be offered through WhatsApp/SMS or similar or even built into an app. This makes it easy to adopt without the complexities of integration with existing systems.

Does the knowledge and information in the tool get fed out to AI models for use by ChatGPT or similar?

No, any knowledge you put into the tool is referenced by AI but would never be used to train the AI models which power the likes of ChatGPT.

Can we monitor conversations?

Your users will interact with your AI assistant and all chat interactions will be stored (retention period to be decided by you). You can view these chats at any time. We can also build in alerts to raise alarms around safeguarding concerns or inappropriate behaviour. Similarly, analysis of conversations can help highlight missing knowledge or gaps in provision that users expect.

Frequently Asked Questions

Can we shape how the assistant talks to users?

Yes, this is called “AI Prompting” and we’d work with you to understand your users and how you’d typically talk to them. This then helps us create the prompt for your tool on how to converse. An example might be “answer users as a specialist in public health for the council, use plain English and respond in simple terms but with a supportive and reassuring tone.”

Can Quit Coach be used for a range of needs?

Yes, in short, the technology can be easily utilised for any role where you want to support a user through some complex information or guide them through a journey. The power of the tool comes with your organisational knowledge and the ability to deliver the assistant into your audience’s favourite communication channels (e.g. WhatsApp).

What’s the difference between this AI chat tool and a typical live chat system?

The key point is we are using AI to really build some context and understanding into the conversation. Typically live chat will work from keywords, so if someone mentions a certain word or term, then some knowledge will be fed out based on that. Here, we use AI to understand what a user is asking and then source a blended response from the information you have loaded into the tool and the right tone of voice to give a “human like” feel to the conversation.

Get in touch

For more information, please don't hesitate to
contact us:

info@cc2i.org.uk

