



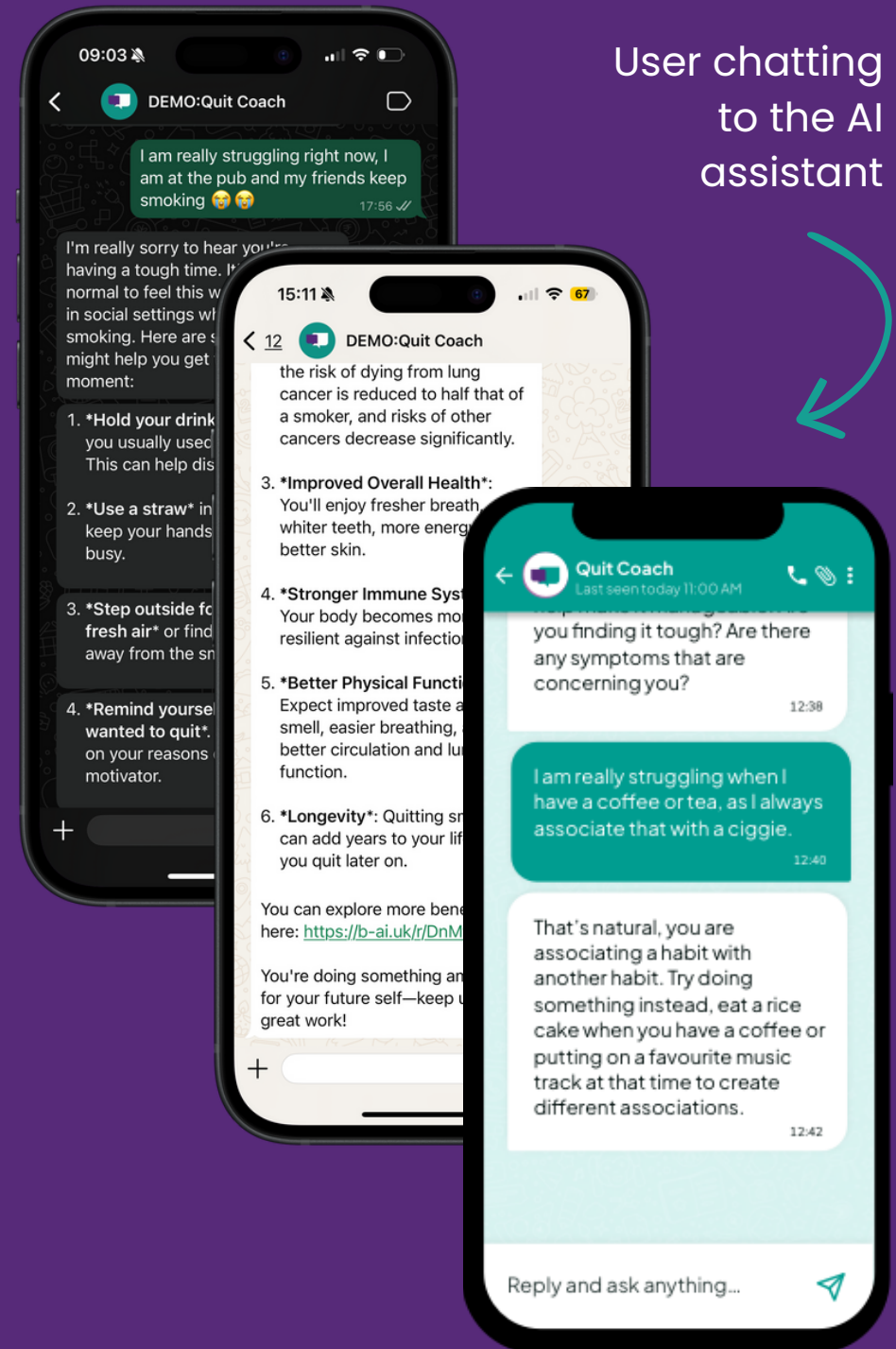
INTRODUCING QUIT COACH

Your AI-powered coach for health
improvement



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.



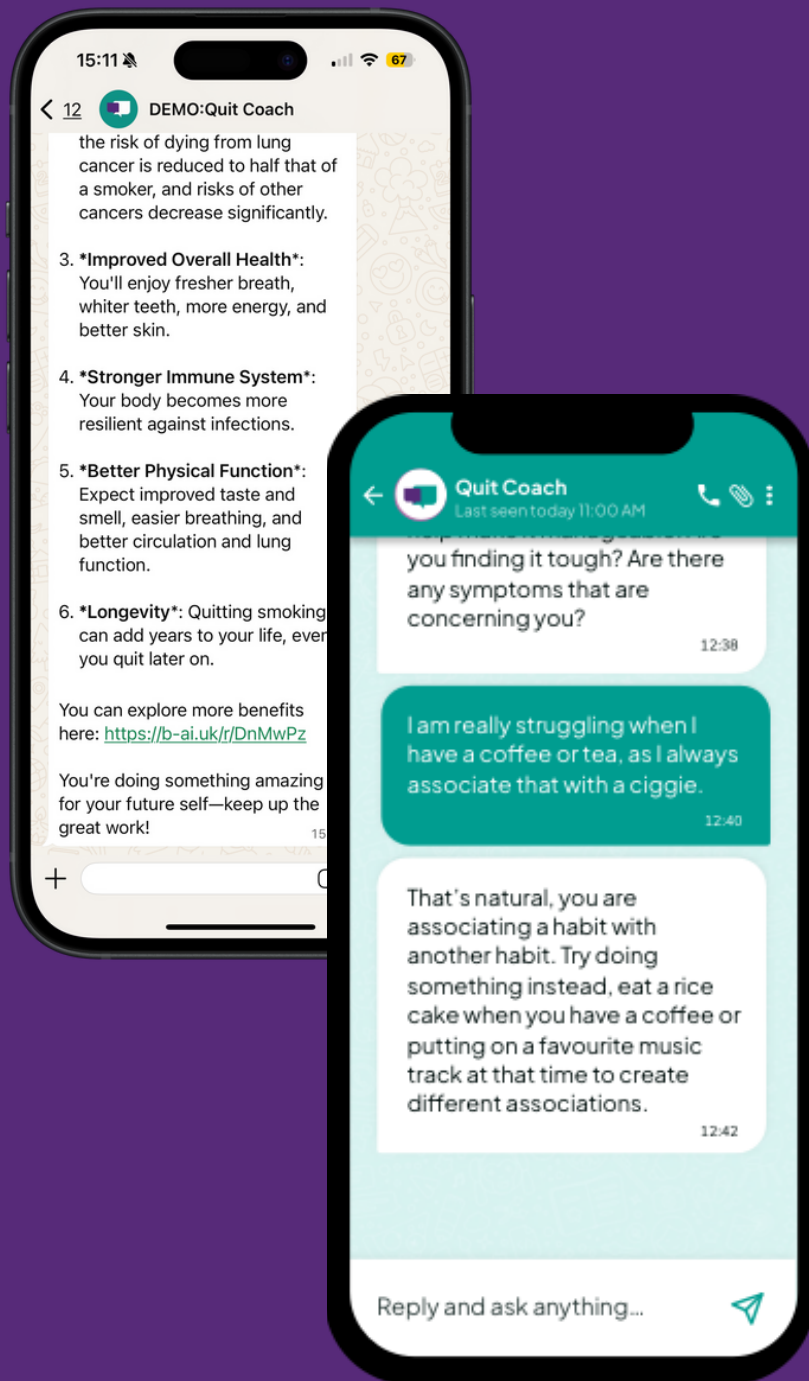
Resorting to human assistance

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 in-built 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

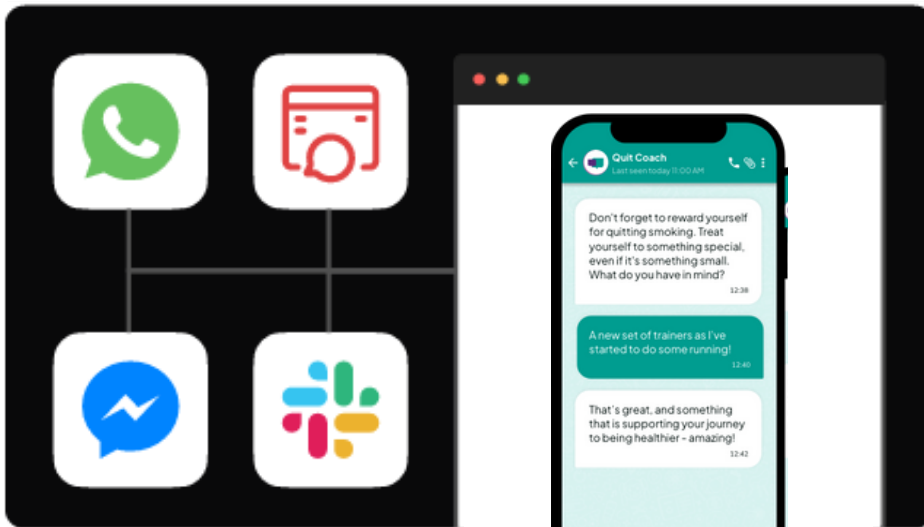
Quit Coach is an AI-powered digital assistant that supports individuals through health improvement and behaviour change, for example to support smoking cessation, helping people quit vaping and addressing alcohol dependency. Built using your organisation's evidence-based guidance and expertise, Quit 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

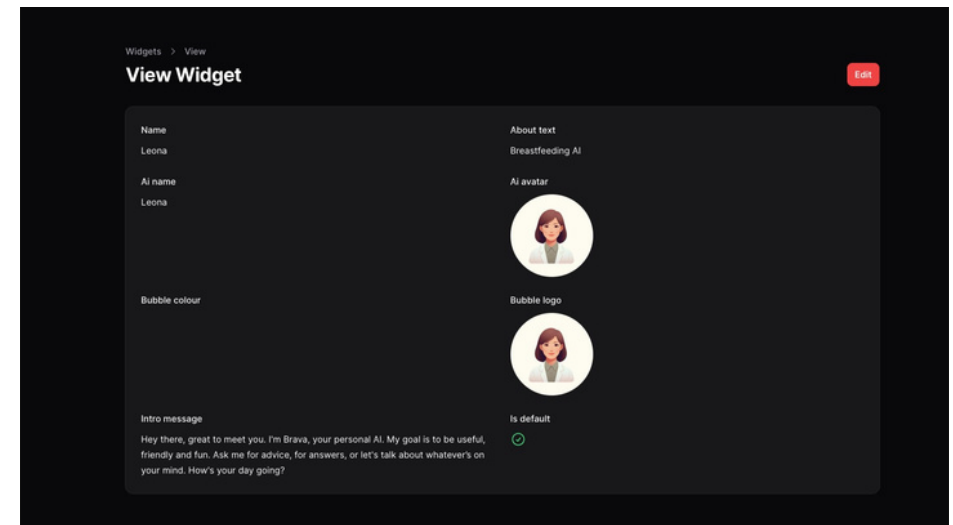


Accessible Tool:



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:



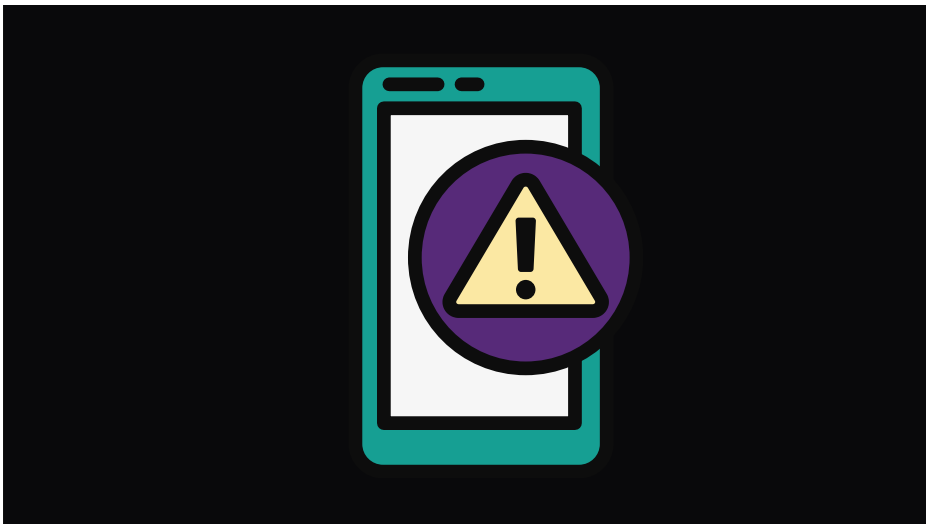
Capturing every conversation, summarising & where appropriate auto-translating all conversations, as well as comprehensive metrics.

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:



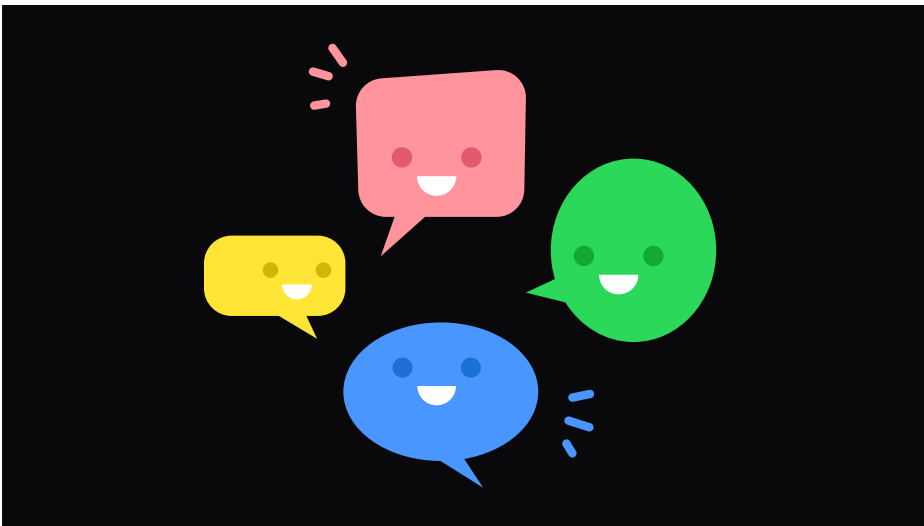
Alongside ISO 42001, Quit Coach benefits from a comprehensive cyber pack, to answer all IT & AI questions, as well as council co-designed information governance approach and shared documentation.

OUR SOLUTION

Key features

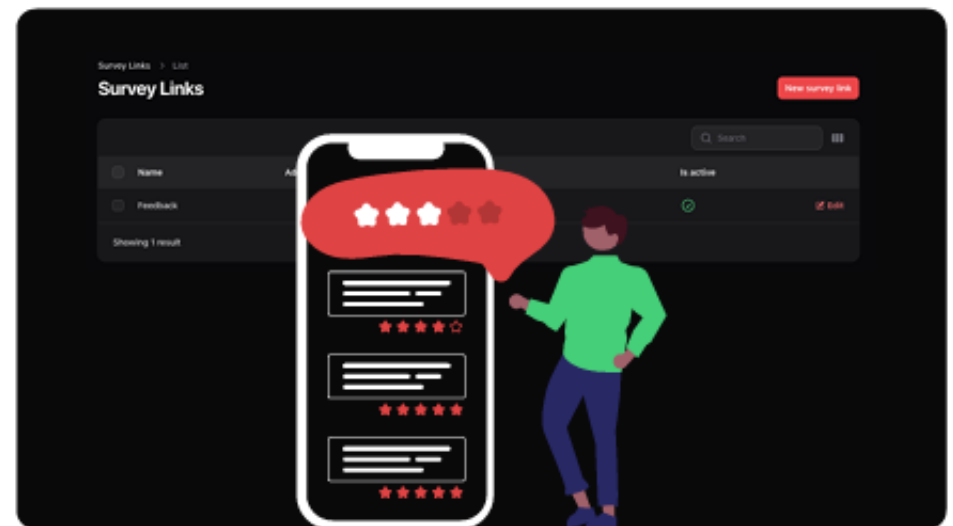


Expanding Resource:



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 expertise, knowledge and processes. From a user perspective, their interactions are simple and align with conversations they would have with people.



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

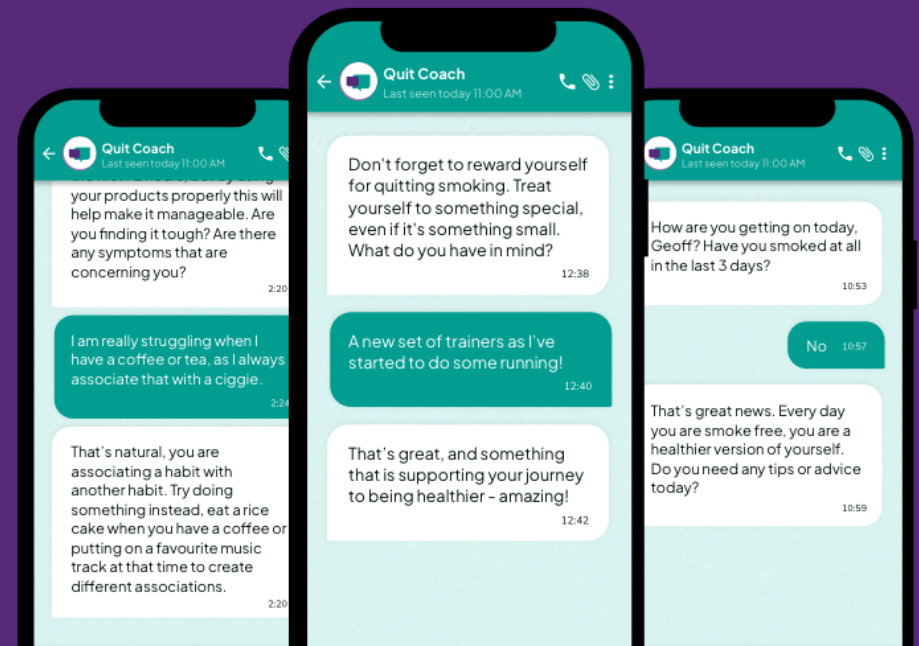
LIVE DEMO

Try our AI assistant

Start chatting to our test Quit Coach 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:

team@bullet-ai.com





WHO ARE WE?

Delivering digital solutions to increase efficiency

We are a UK based technical agency delivering complex technical solutions to make a real difference. Our approach is all about making the complicated, simple.

<https://bullet-ai.com>



Certificate No:488752025

Frequently Asked Questions

Does the Quit Coach take any personal data?

Typically we will deliver a sign up process (web-based) for Quit Coach. This will mimic your data collation related to the quit journey we are supporting. This data is all transmitted and stored in the UK and according to the necessary legislation. No personal data is shared with AI models or Meta infrastructure. That happens via our bespoke platform.

Is the assistant easy to set up and deploy?

Yes, our AI powered coach 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, verbal advice and documents). The coach is then 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 coach 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 Quit Coach 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 a health improvement or behaviour change. The power of the tool comes with your expert guidance, motivational messaging and the ability to deliver the coach 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.

Can Quit Coach work alongside our existing delivery?

Quit Coach can work around your existing interventions. For example where NRT is offered on a stop smoking service, we’ll work with you to allow users to select the right NRT during sign up and slot their order into your existing distribution channels.

Get in touch

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

team@bullet-ai.com

