

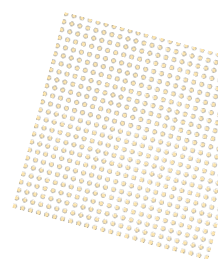


**G-Cloud 15
Service Description**

**Insytful AI Search – The next generation
enterprise search solution**



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About Zengenti

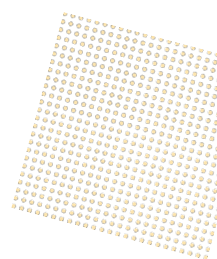
We're Zengenti, the creators of leading SaaS platforms Contensis and Insytful. We were founded in 2001, and for 25 years, we have provided accessible, responsive websites and digital systems to the public sector. Working with Zengenti, clients gain a single, trusted partner covering the entire digital journey.

Our products, Contensis and Insytful, create outstanding digital experiences.

Contensis is our headless, API-first Digital Experience Platform (DXP) and Content Management System (CMS), and Insytful is our digital accessibility, website improvement and QA platform. Both tools make it easier for teams to create and manage content, while ensuring it's accessible to all.

About Insytful AI Search

Insytful AI Search is an embedded site search platform that replaces traditional keyword searching on your website with intelligent, natural-language conversations that meet evolving AI search requirements. It is a secure, brand-aligned enterprise platform specifically designed for the public sector that provides your website visitors with instant, accurate answers grounded 100% in your approved web content.





What are you looking for?

AI search can help you find services, report issues, or guide you through applications.





Apply for a school place

Find school term dates

Apply for a Blue Badge

Book a Recycling Centre slot

Report a highways issue

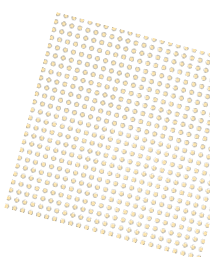
Report a pothole

AI-generated answers may be inaccurate. Please verify important information.

Prefer not to use AI? [Use classic search](#)

It bridges the gap between traditional site search and popular AI models. The platform delivers the conversational ease of modern AI on your website, while meeting the governance requirements of public institutions. Website visitors can ask questions and use natural language, and organisations can be sure that responses aren't hallucinations or pose safety risks.

Since its release in 2025, the platform has been adopted by local government and higher education organisations. Organisations using Insytful AI Search can also add on the Insytful QA platform to provide robust insights about your web content





Features and benefits

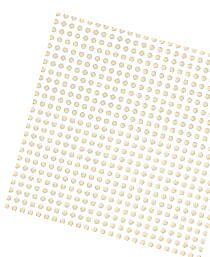
The conversational AI search platform works with any website, providing an on-site search experience for visitors. It replaces existing search and delivers accurate, verifiable answers using only that site's published content.

It will always show the source of the answer with useful next steps, and will not hallucinate. It supports accessibility best practices, including multi-language support and compatibility with assistive technologies.

Understands natural language

Insytful AI Search goes beyond traditional keyword searching on your site. It understands the context, intent and meaning of questions. Website users can ask long, complex questions, and the search will return concise answers in plain language, with links for additional reading. The search understands context and spelling mistakes, rather than exact keywords, resulting in a natural, conversational user experience.

Users can also ask follow-up questions without repeating the context. Whether they type a keyword like "Tuition" or ask, "How much are fees for international students?", our AI Search understands the intent.





Eliminate hallucinations

Insytful AI Search will index all the content on your website for use as its knowledge base. It will provide instant, accurate answers grounded 100% in your approved and published content, without the risk of hallucinations or inaccurate information.

Multilingual conversations

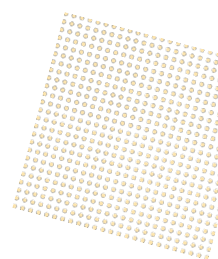
Users can ask questions in their own language and get clear, direct answers, with responses given in their chosen language. It removes language barriers and makes finding information quicker, clearer, and less frustrating. This feature is particularly useful for websites that cater to international visitors but do not have content in multiple languages.

Accessible, mobile-first interface

The embedded search interface delivers consistent, reliable answers across all your devices, with a responsive, mobile-first design. It is compliant with WCAG 2.2 accessibility standards, ensuring compatibility with screen readers and assistive technologies.

Intelligent safety filtering

Insytful AI Search includes built-in, intelligent safety filtering designed to protect both users and organisations in public-facing environments.





The service actively prevents the generation of harmful, offensive, or inappropriate responses by applying multiple layers of control before and during the answer-generating process. User queries are assessed to identify malicious intent, unsafe language, or attempts to bypass system boundaries. Where a query cannot be handled safely, Insytful does not attempt to infer or speculate.

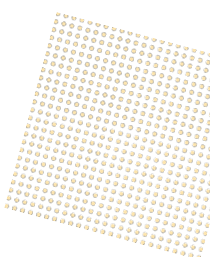
Spot content gaps with search analytics

Insytful AI Search tracks what users are searching for on your website, providing conversation tracking and search analytics. You can quickly spot trends as they emerge and identify gaps in your content when the search can't answer a question.

You can also track search volumes and session lengths to see when and how users rely on your search. Users can provide feedback on answer quality, and this data is also surfaced in the search analytics, helping you to understand what's working and where improvements to your content are needed.

Compatible with any website

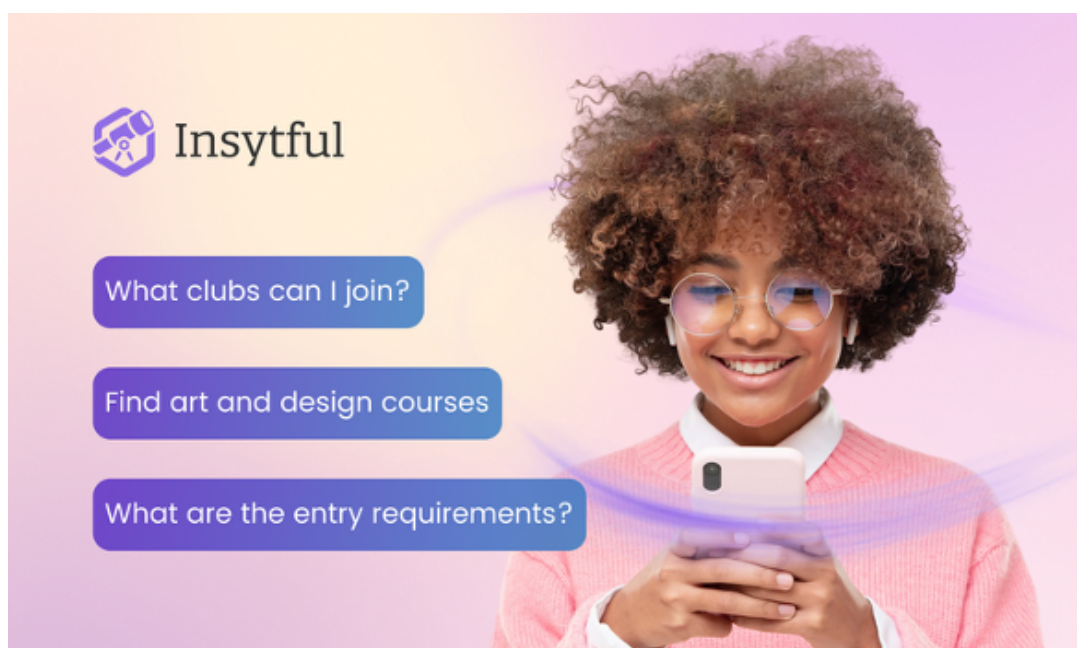
Insytful AI Search is platform-agnostic and can be used on any website or with any CMS platform to deliver AI search and conversational insights. Our professional services team can work alongside your in-house developers or third-party suppliers to help integrate the platform into your website and CMS.





For higher education

Insytful AI Search provides students and website visitors with an intuitive search experience that meets modern expectations. You can make a great first impression by enabling prospective students to quickly find courses and key information on your website.

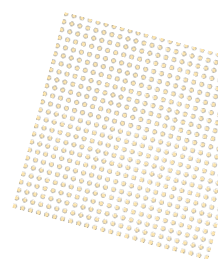


Student recruitment

Ensure a frictionless navigation experience, helping applicants get instant clarity on courses, fees, open days and accommodation.

User journey

Match your website's user experience to other platforms that students engage with and improve the digital experience from the first visit through to graduation.





Support student services

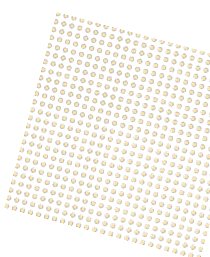
When answers are easier to find, you can reduce pressure on support teams by automating answers to common queries.

Content gap analysis

Find out what your students are searching for, fill any content gaps, and use search analytics and conversation insights to create engaging social media content.

For local government

Insytful AI Search can help your local residents to quickly find the information they need. Website visitors can ask questions instead of keywords, and answers are provided in natural language, with links that direct users to key council services via a natural conversational search.





Cost reduction

Promote self-service information gathering and reduce call centre volumes. By answering frequently asked questions instantly online, local government organisations can reduce contact leakage.

Accurate, trustworthy answers

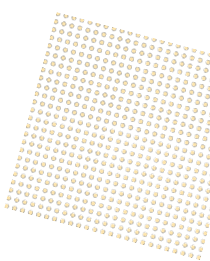
Only provide accurate responses that are grounded in your organisation's published web content. No hallucinations, just answers which are drawn from your web pages.

Answer questions in natural language

AI Search can handle messy, long questions with typos and give residents fast, plain-language answers to the questions they want most. Faster responses equal a better, more accessible user experience and fewer complaints.

A modern add-on

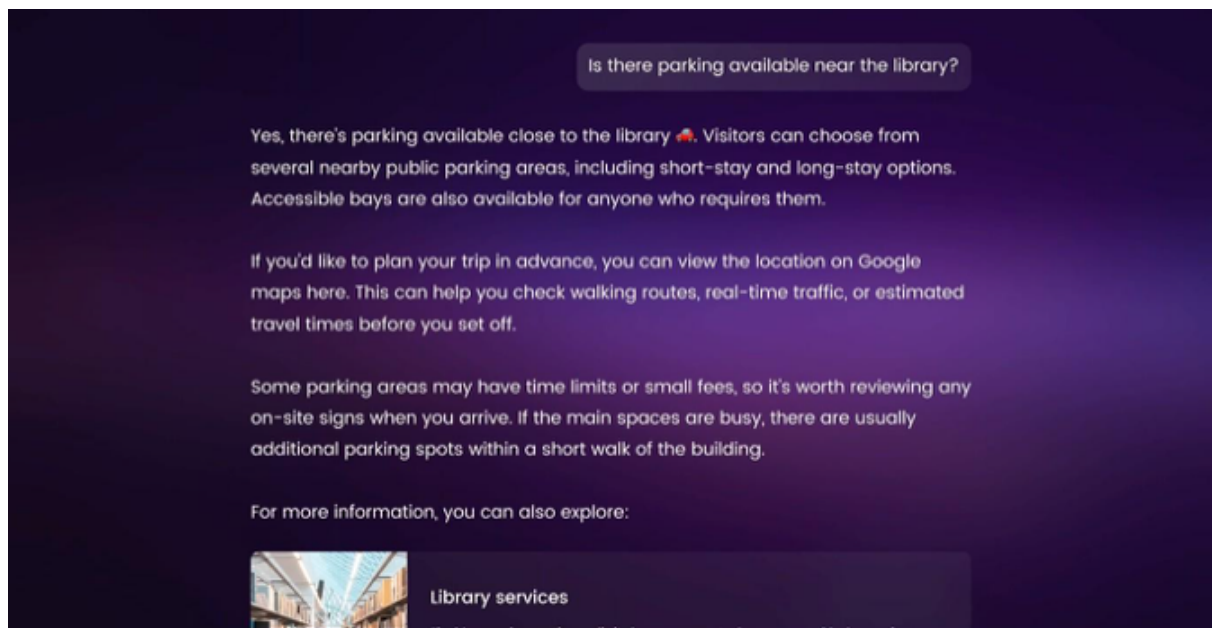
An impactful way to upgrade your digital service delivery without the expense of rebuilding your entire website.





The user experience

Insytful AI Search is a solution that can deliver the reality your users are looking for. As more users rely on popular AI solutions such as ChatGPT and Gemini for daily search queries, your website search needs to keep pace with AI search user expectations.

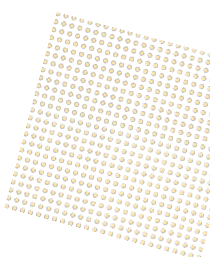


Natural conversational flow

Users can ask follow-up questions without repeating context. Like a conversation with a person, our AI search understands the intent. Helping users find the answers they need quickly and efficiently.

Inclusive and multilingual

Insytful AI Search automatically detects the user's language and responds in kind, ensuring your services are accessible to everyone in your community.



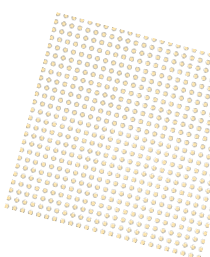


Fast and mobile-first

Low-latency responses mean no waiting around. The interface is optimised for mobile devices, meeting users exactly where they are

Insights and analytics

Insytful AI Search doesn't just answer questions, it also listens to them. Digital teams can benefit from a dashboard with real-time analytics that provides visibility into the questions being asked on-site. Finally, you can understand what your users are searching for, what questions cannot be answered and refine your content strategy based on real demand.





Intelligent usage reporting

Track search volumes and session lengths to see when and how users rely on AI. These insights can highlight patterns and help you deliver better support at key moments.

Popular and trending topics

Identify the most common and emerging queries to surface high-value content, fill knowledge gaps, and respond quickly to changing user needs.

Immediate insights

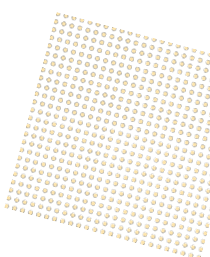
Find out which questions could not be answered and where improvements are needed. View answer quality, monitor content gaps and boost user trust with data-driven refinement.

Safety and trust

Insytful AI Search includes robust safeguards to protect your organisation, users, and content. Safety controls are embedded across prompt handling, response generation, and data access.

Prevent harmful or inappropriate responses

The platform blocks unsafe, offensive, or inappropriate queries before they are processed. A neutral message is returned when required, reducing risk to users and your brand reputation.





Intelligent safety filtering

Automated prompt filtering identifies harmful intent in real time. To ensure only safe and compliant queries are answered, which protects users and your brand reputation.

Ongoing quality and trust monitoring

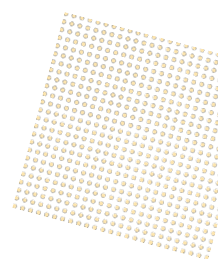
Feedback on answer quality highlights popular topics, helping teams refine content and responses. Fine-tune your content, improve responses and boost user trust with data-driven refinement.

Ordering and invoicing

It is straightforward to get started with Insytful AI Search. We'll arrange a demo and discuss how we can help your organisation. During this call, our team will help determine the licence tier that best meets your organisation's requirements.

It is helpful, but not essential, to understand how many search requests are typically made on your website each month. However, if you do not have this information, our team can help extract it from Google Analytics.

Once you have chosen your licence tier, the next step is to sign the G-Cloud documentation. We'll then configure Insytful AI Search to scan your website's content and work with you to implement it on your site. Once everything is agreed, we'll issue an invoice in accordance with the terms agreed in your contract.





Optional add-ons

Insytful: The digital accessibility, website improvement and QA platform

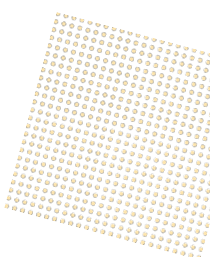
Customers with an Insytful AI Search subscription can upgrade to full access to the Insytful platform, gaining continuous insight into the quality, accessibility and performance of their website or intranet.

Insytful is a single platform for monitoring accessibility, content quality, SEO, performance and user experience. Automated audits identify WCAG non-conformities, PDF accessibility issues, broken links, spelling and readability issues, SEO gaps, page speed and sustainability concerns.

The dashboard helps teams prioritise fixes, track improvements and demonstrate compliance, supporting consistent, high-quality content aligned with organisational standards.

Full access includes:

- Digital accessibility compliance against WCAG standards
- Content quality checks, including broken links and spelling issues
- Technical SEO insights
- Website performance and sustainability metrics





Together, AI Search and Insytful provide powerful insights, discovery and continuous website quality assurance.

Insytful is available to AI Search customers at a discounted rate. Full platform access can be added for an additional **25% of the annual base subscription**.

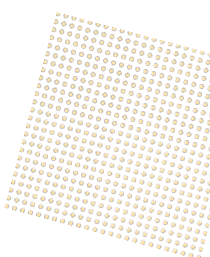
Further information can be found at www.Insytful.com and under Lot 2b on G-Cloud.

Onboarding

The onboarding process begins with a call with our team to introduce Insytful AI Search. You can get started once you have selected your licence tier and completed the G-Cloud call-off process.

Insytful AI Search is deployed as a hosted software-as-a-service (SaaS) solution. It is backed by our professional services team, who will work with you to implement the search on your website. They can also help with any customisation you may need to ensure the search is a seamless part of your website and overall user experience.

The Insytful user interface, analytics, and insights dashboard are easy to use, simplifying onboarding for anyone, regardless of their technical background. It is visually appealing and clutter-free, making it intuitive for new users to navigate.





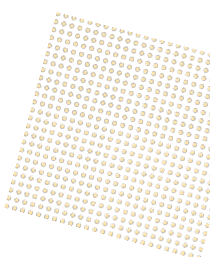
Support

Our cloud-based SaaS model brings together all the essential elements into a comprehensive software-as-a-service (SaaS) service:

- UK-based Tier 3 data centres
- ISO27001 certified
- Service availability SLA of 99.95% uptime *
- Server and uptime monitoring 24 x 7
- Updates to the platform and language models carried out by our engineers
- Unlimited support (including 24 x 7 support for critical tickets)
- User group and conference attendance
- Access to secure client areas of our websites and Slack channels
- Dedicated account management for Advanced and Enterprise customers

* The service availability SLA covers the core Insytful infrastructure. Availability is partially dependent on third-party services, including the large language model (LLM) provider used for response generation.

We provide unlimited support for any technical issues with Insytful AI search via our help desk portal, email, and dedicated Slack channel. Support is managed through the following SLA:

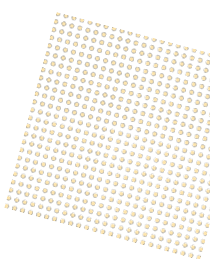




Definition	Response	Resolution
Critical (24 x 7 x 365)	1 hour	8 hours
High	4 hours	2 working days
Normal	8 hours	3 working days
Low	8 hours	3 working days

All our support processes, including our staff, are entirely UK-based. Our help desk is available 24/7 x 365 via our website.

Critical issues are covered 24/7 x 365. Lower-severity issues are handled under a business-hours SLA between 9am and 5.30pm. Our help desk engineers will pick up any tickets raised and communicate with you until the issue is resolved. They prioritise tickets to ensure SLAs are met effectively.





Contact us

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New features and updates are made to Insytful as releases are pushed out. For the most up-to-date information, visit www.insytful.com

