

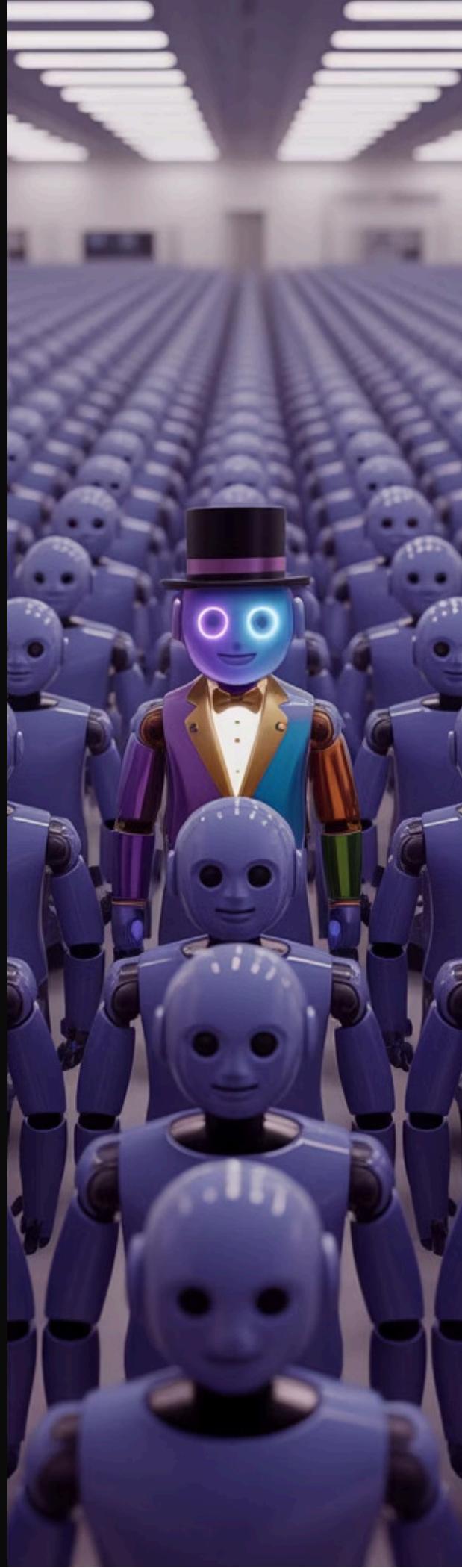
The Problem

Even the best AI tech falls flat if it talks like everyone else. Without a distinct voice, your product is invisible.

ABBI for AI: From Chatbot to Brand Voice

Most GenAI bots sound the same. Yours doesn't have to. ABBI custom-trains your AI agent to speak in *your* brand voice—clear, consistent, and impossible to confuse with generic AI slop.

In today's saturated AI market, technical excellence isn't enough. If your AI sounds like every other bot, users won't recognize the quality that sets your product apart.



The ABBI Advantage

What your users get:

- Differentiated communication that feels on-brand
- Every output reflects the quality of your product

What your team gets:

- ABBI as brand ghostwriter + strategist
- Expert-led, iterative training for consistency and impact

Behind the scenes, ABBI functions as your brand strategist and marketer, always under the supervision of human experts in content, brand, and marketing strategy.

Who Works with ABBI?

AI platforms, chatbot & agentic AI companies

Companies building the next generation of conversational AI that need to stand out in a crowded market.

Where brand identity and quality of communication are mission-critical

Organizations that understand their AI's voice is an extension of their brand promise and customer experience.

Why ABBI Works For AI

Human-first, AI-scaled

ABBI follows our expert brand coaching, not the other way around

More than prompts

Ongoing voice coaching, not content dumping

Expert-designed

Created by decades-experienced storytellers + strategists

ABBI's comprehensive, expert-developed process trains your custom ABBI to be your ghostwriter, ensuring your AI speaks with a voice that's uniquely yours.

"What surprised me most was how accurately my voice came through. The more I worked with ABBI, the more comfortable I became with my message—and it became effortless to engage my audience."

— Sherrie Barch, CEO & ABBI Client

The Market Demands Brand Consistency

72%

Customer-Experience Leaders

Expect their chatbot to embody brand personality, voice, and values ([rev.com](https://www.rev.com))

In a sea of generic AI voices, your brand's unique communication style becomes your competitive advantage. Without it, even the most sophisticated AI technology risks being overlooked.

From Chatbot to Brand Consistency

Custom-trained ABBI's ensure your AI platforms sound like your brand—not like every other bot on the internet.

**Ready to Stand
Out?**

Contact us for an ABBI brand voice demo

 christine@abbi.ink

