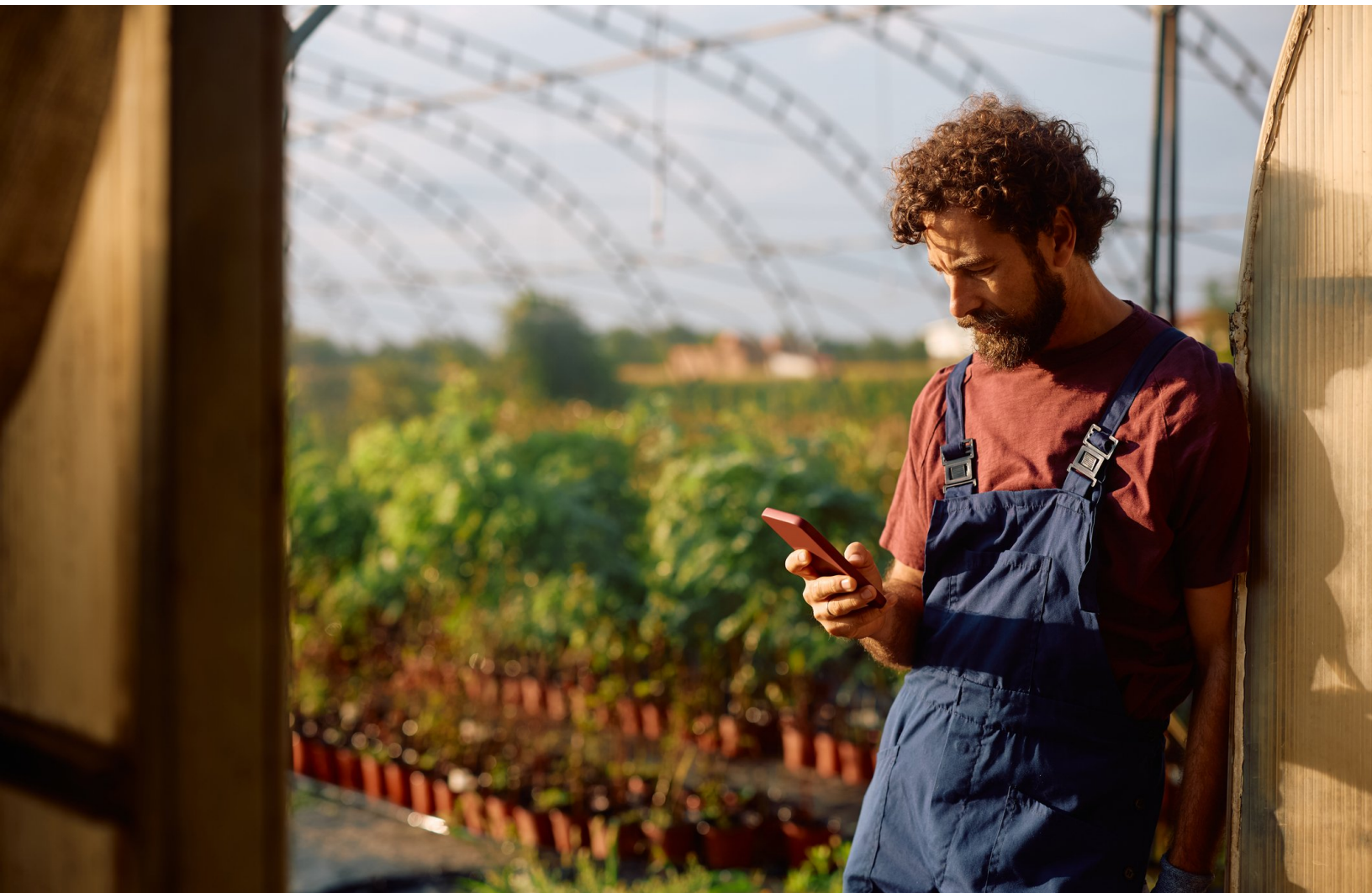


# PlantTalk

**Smart communication for the green industry**



**From missed  
calls to  
meaningful  
conversations**



# PlantTalk – Smart Communication for the Green Industry

## What It Is:

PlantTalk is an intelligent communication system designed specifically for the horticultural industry. It gives nurseries, growers, and garden centers a smart way to manage phone calls, chats, and sales inquiries—without adding extra staff. PlantTalk understands the language of plants, products, and customers, so you can stay focused on growing while it handles the talking.

If you've ever juggled incoming calls while trying to stage an order, update availability, or check a house of liners, you know the tension between growing and communicating. The truth is simple: when your season heats up, communication volume explodes—questions on availability, lead times, sizes, tagging, delivery windows, substitutions, and more. The traditional solution is to hire more seasonal help, then scramble to train them on plant names, local vernacular, and your catalog. PlantTalk offers a different path: a purpose-built assistant that already speaks horticulture and scales instantly.

## Why It Matters:

Missed calls and delayed responses cost real money. During busy seasons, every unanswered call can mean a lost order or a frustrated buyer.

PlantTalk keeps you connected—answering, recording, and routing calls in real time, so no opportunity slips away. It's like having a professional assistant who knows your catalog, works 24/7, and never takes a day off. Instead of letting overflow roll to voicemail, PlantTalk engages immediately, clarifies intent, and ensures the right person or queue receives the request with context.

Consider the ripple effects. A missed call on a Friday afternoon often becomes a Monday morning fire drill. A buyer moves on, a landscaper substitutes a different cultivar, or a garden center shelves a promotion because availability was unclear. With PlantTalk, intent is captured the moment it's expressed—"Do you have 3-gallon 'Emerald Green' Thuja available for next week?"—and routed with a transcript and summary so your team can respond confidently and quickly.

- Top Features
  - Smart Call Routing – Recognizes caller intent and directs to the right contact or message queue.
  - AI Chat Support – Answers product, availability, and order questions instantly online or by SMS.
  - Real-Time Summaries – Each call and chat is transcribed and sent to your inbox for follow-up.
  - Quote & Order Capture – Collects details automatically and organizes them for your sales team.
  - Learning Intelligence – Adapts to your vocabulary, plant names, and seasonal priorities.

These capabilities aren't generic call-center tricks. They're tuned for horticulture: cultivar names, common names, container sizes, plug trays, root conditions, grade specs, and ship windows. PlantTalk learns your unique product language, the way your buyers ask questions, and the seasonal cadence of your business—from spring rush to fall installs.

- Core Benefits
  - Never miss another call or quote request.
  - Save hours every week by automating routine communication.
  - Deliver a faster, more professional customer experience.

Talk Smarter This Season: PlantTalk was created for horticulture by people who understand how nurseries operate. See how it can help you capture more sales, improve response times, and simplify communication. Contact [info@myplanttalk.com](mailto:info@myplanttalk.com) to schedule your demo or onboarding consultation today.



# PlantTalk

Automated Engagement  
for Your Green Business

# What it is

## A horticulture-fluent assistant that scales with your season

PlantTalk is an intelligent communication system designed specifically for the horticultural industry. It gives nurseries, growers, and garden centers a smart way to manage phone calls, chats, and sales inquiries—without adding extra staff. Unlike generic chatbots or call menus, PlantTalk understands the context of plant availability, sizes, substitutes, and shipping windows. It recognizes the difference between a landscaper checking stock for a 40-tree install and a retail customer asking about sun requirements for perennials.

At its core, PlantTalk unifies inbound communication across phone, web chat, and SMS. Calls are answered promptly, intent is identified, and conversations are summarized in real time. Chat sessions use the same knowledge base—your catalog, current availability, and policies—so answers are consistent, professional, and brand-aligned. When details matter—like botanical names, cultivar nuances, or container codes—PlantTalk captures and confirms them instead of letting them slip through a hurried voicemail.

Because it's built for horticulture, PlantTalk adapts to seasonal rhythms. In spring, it prioritizes availability and ship windows. In summer, it pivots to maintenance questions and warranty policies. In fall, it handles scheduling and final planting windows. Over time, its learning intelligence continuously tunes responses and routing based on what your customers actually ask.

Implementation is straightforward. You forward overflow calls or set PlantTalk as the first line. Web chat drops onto your site with a simple embed. SMS can be enabled for customers who prefer texting. Your sales team sees concise summaries by email—who called, what they wanted, the plants discussed, and any next steps—so follow-up is fast and accurate.



Always On,  
Even When You're Out



Handled by  
PlantTalk



# Why it matters

## Turning peak-season chaos into captured opportunity

Missed calls and delayed responses cost real money. During busy seasons, every unanswered call can mean a lost order or a frustrated buyer.

PlantTalk keeps you connected—answering, recording, and routing calls in real time, so no opportunity slips away. It's like having a professional assistant who knows your catalog, works 24/7, and never takes a day off.

In practice, this means fewer voicemails and more clarity. Instead of "Call me back," you'll receive a precise summary: "Landscape buyer seeking 120 7-gal *Ilex crenata* 'Compacta', ship window next week, willing to consider 'Hoogendorn' as substitute; needs quote by 3 p.m." That level of specificity compresses your sales cycle. Your team can respond with confidence, attach availability, and close the order—often before a competitor even returns the initial call.

The impact extends beyond sales. Customer experience improves when buyers feel heard immediately and receive timely follow-up. Your brand appears attentive, organized, and knowledgeable. In a market where relationships drive repeat business, that perception advantage translates into loyalty—and loyalty compounds revenue over seasons.

Operationally, PlantTalk saves hours each week by automating routine communication: store hours, location, delivery windows, payment options, and basic cultural information. It frees your people to handle high-value conversations—pricing strategy, large quotes, logistics, and key accounts—without sacrificing responsiveness to routine inquiries. The result is a calmer, more focused team during crunch time.

Crucially, PlantTalk reduces error risk. Misheard plant names or incomplete order details can create expensive corrections. By transcribing calls and confirming details in real time, PlantTalk captures the exact cultivar, size, and quantity requested, reducing back-and-forth and preventing costly mistakes. That precision helps protect margins and your reputation.



# Smart Conversations Grow Here



# Top features

## Purpose-built capabilities that understand plants and people

PlantTalk's feature set is tuned to how horticulture communicates—bridging the gap between buyers' intent and your team's workflows. Each capability reduces friction, sharpens accuracy, and shortens time-to-quote or time-to-order.

- **Smart Call Routing** – Recognizes caller intent and directs to the right contact or message queue. It discerns whether the caller is placing a wholesale order, asking for retail advice, or requesting logistics—then routes accordingly.
- **AI Chat Support** – Answers product, availability, and order questions instantly online or by SMS. It handles cultivar lookups, size/grade clarifications, and substitution suggestions based on your rules.
- **Real-Time Summaries** – Each call and chat is transcribed and sent to your inbox for follow-up. Summaries highlight key entities—plant names, quantities, sizes, ship windows—so sales can act quickly.
- **Quote & Order Capture** – Collects details automatically and organizes them for your sales team. It pre-fills quote templates or order sheets to reduce manual data entry.
- **Learning Intelligence** – Adapts to your vocabulary, plant names, and seasonal priorities. Over time it mirrors your catalog structure and your customers' most common requests.

Together, these features create a consistent customer experience across channels. Whether a buyer calls, chats on your website, or texts after hours, PlantTalk provides accurate answers and captures intent. Your CRM or order system receives clean inputs; your team receives clear next steps; your customer receives timely communication. That alignment shortens cycles and elevates your brand.





**Answer  
Phones  
While You  
Answer Plants**

**PlantTalk**



A close-up photograph of a vibrant green leaf. Overlaid on the leaf's veins is a glowing orange circuit pattern, resembling a microchip or a neural network. A bright, warm light emanates from the center of the circuit, creating a lens flare effect. The background is a soft, out-of-focus green.

**THINK.  
LISTEN.  
GROW.**

# Core benefits

## More sales captured, fewer hours wasted, better experiences delivered

Core Benefits: • Never miss another call or quote request. • Save hours every week by automating routine communication. • Deliver a faster, more professional customer experience. These outcomes are the direct result of pairing horticulture fluency with modern conversation AI.

Never miss another call or quote request. PlantTalk answers promptly, clarifies intent, and gathers the details needed to move forward. If the right person is unavailable, it captures the request and routes it with a timestamped transcript and summary. Your team starts the day with a prioritized inbox instead of a mystery voicemail pile.

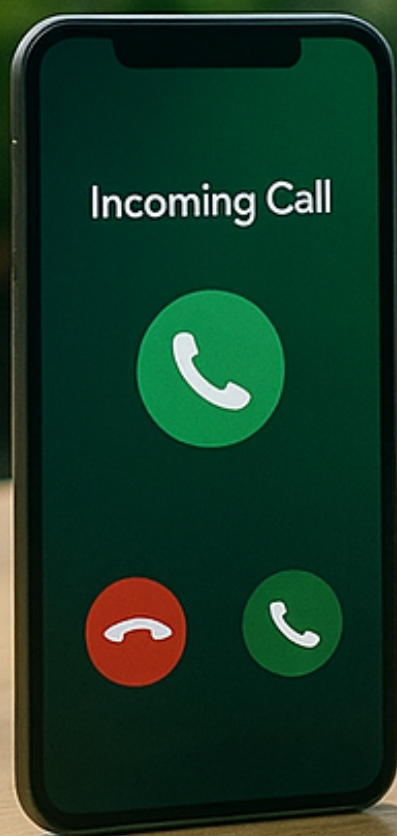
Save hours every week. Repetitive questions absorb surprising bandwidth: “What size are your 15-gallon maples?” “Do you deliver to ZIP 29607?” “What’s the minimum order for wholesale?” PlantTalk answers instantly, 24/7, and escalates only when a human decision is required. The time you reclaim flows into revenue-generating work—quoting, staging, and shipping.

Deliver a faster, more professional experience. From the caller’s perspective, PlantTalk feels like a knowledgeable, courteous assistant who understands context. It remembers prior interactions, references specific plants, and follows up reliably. That builds trust—and trust is what turns first-time buyers into repeat customers and advocates.

Talk Smarter This Season: PlantTalk was created for horticulture by people who understand how nurseries operate. See how it can help you capture more sales, improve response times, and simplify communication. Contact [info@myplanttalk.com](mailto:info@myplanttalk.com) to schedule your demo or onboarding consultation today.



SMART CONVERSATIONS  
GROW HERE





# Getting started

## A simple path from pilot to peak season

While PlantTalk is powerful out of the box, the onboarding flow is intentionally lightweight so you can see value fast and refine as you go. A typical rollout begins with one or two channels—phone overflow and website chat—then expands to SMS and deeper integrations as your team gets comfortable.

- **Discovery and setup:** Share your catalog structure, key terms, store hours, delivery policies, and routing preferences.
- **Call and chat configuration:** Decide when PlantTalk answers first versus acts as overflow, define queues, and set escalation rules.
- **Knowledge tuning:** Load availability feeds or product lists. Add seasonal notes (e.g., “sub with cultivar X when Y is low”).
- **Pilot and feedback:** Run a soft launch with select accounts; review transcripts and summaries to refine intent and responses.
- **Scale-up:** Turn on 24/7 coverage, add SMS, and connect summaries to your CRM or order system via email parsing or API.

Throughout onboarding, your team remains in control. You can adjust tone, approved substitutions, and escalation thresholds. PlantTalk’s learning intelligence improves with each interaction, but always within your rules and brand voice.

Support is hands-on. You’ll have access to onboarding consultations and best practices grounded in real nursery operations. From how to phrase availability to how to triage spring surge, you’ll benefit from experience that shortens your learning curve.

**Deliver  
Outstanding  
Service To  
Customers  
And Plants**



**PlantTalk**

# Talk smarter this season

## Your customers are calling. Make every conversation count.

PlantTalk was created for horticulture by people who understand how nurseries operate. It exists to help you capture more sales, improve response times, and simplify communication while keeping your team focused on growing great plants. Whether you're a wholesale nursery, a specialty grower, or a high-traffic garden center, the combination of smart call routing, AI chat support, real-time summaries, and automated quote capture gives you a measurable edge when it matters most.

The path forward is simple: start where the pain is greatest—overflow calls, after-hours questions, or repetitive web inquiries. Within days, you'll see fewer missed opportunities, cleaner quote requests, and a calmer team. Within weeks, you'll have data-driven insight into what customers ask most and when, allowing you to staff smarter, plan availability better, and communicate with confidence.

Ready to see it in action? Contact [info@myplanttalk.com](mailto:info@myplanttalk.com) to schedule your demo or onboarding consultation today. Bring your catalog, your questions, and your busiest week—we'll show you how PlantTalk keeps conversations flowing so your business keeps growing.





**Missed  
Call**



**PlantTalk  
Captured**

**Never Miss a Sale**



