

Company Name: **SimplyAI**

Founded: **2025**

Headquarters: **Leeds, United Kingdom**

Website: www.simply-ai.io

Founder & CEO: **Alex Deighton**

Our Mission:

SimplyAI is on a mission to bring real, results-driven artificial intelligence to the UK's small and medium-sized businesses (SMBs)—with pricing, support, and usability designed for the real economy.

While most AI platforms are built for large enterprises, SimplyAI is built for the 99%—UK SMBs looking to stay competitive without needing a data science team or enterprise budget.

Key Features:

Conversational Voice AI

Natural-sounding speech-to-speech agents that automate and enhance call handling, customer service, and inbound support.

Agentic AI That Gets Work Done

Our AI agents don't just chat—they act. From scheduling to support triage, they integrate with your systems to automate real workflows.

RAG (Retrieval-Augmented Generation)

Combines generative AI with your own business data to deliver accurate, on-brand, and compliant responses.

Easy to Integrate, Simple to Use

No jargon. No steep learning curve. We offer plain-English guidance and local support every step of the way.

Who We Serve:

1. Small and Medium Businesses (5–250 employees)
2. Sectors: Retail, Telecom, Services, Healthcare, Logistics, and more
3. Leaders who care about efficiency, CX, and scaling smart—not just "going digital"



Why It Matters:

UK SMBs face:

Rising customer expectations

Tight labor markets

High support and operational costs

Pressure to innovate—without the resources of Big Tech

SimplyAI helps them compete and thrive with affordable, action-focused AI tools built to scale with their needs.

Results That Matter:

With SimplyAI, customers see:

- Faster customer response times
- Reduced operational and support costs
- Increased staff productivity
- Improved customer satisfaction and loyalty

Founder Bio: Alex Deighton

Alex is a UK-based tech entrepreneur with a background in customer service automation and small business technology. With a passion for making powerful tech accessible, he founded SimplyAI to close the gap between innovation and practicality for SMBs.

“AI shouldn’t be reserved for tech giants. Our goal is simple: deliver AI that just works—for the businesses that need it most.”

Media Inquiries

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