

SimplyAI Launches to Empower UK SMB's with Practical, Affordable Voice AI.

Leeds, UK – May 1st 2025 – Today marks the official launch of [SimplyAI](#) a new AI solutions provider on a mission to empower small and medium-sized businesses (SMB's) across the UK with smart, affordable artificial intelligence.

Winning a six-figure UK Innovate Award was a major validation of the real-world impact our AI solutions can deliver—especially in industries like construction,” said Alex Deighton, Founder and CEO of SimplyAI.

“We’ve seen a clear shift in what our clients need: practical, results-driven AI that solves real problems. That demand inspired our evolution from SimplyVideo to SimplyAI. It’s more than a rebrand—it’s a statement of purpose.”

Designed specifically for the needs of UK-based organisations, Simply-ai.io delivers powerful AI tools that are easy to deploy, simple to scale, and offer real business value without the Silicon Valley price tag or complexity.

“AI shouldn't be reserved for tech giants,” said Alex Deighton, Founder of SimplyAI.

“We believe every UK business-regardless of size- should have access to the same cutting-edge tools that are shaping the future of work. That's why we're focused on making AI practical, accessible, and results-driven for the real economy.”

Built For British Business, Not Just Big Tech

Unlike many AI platforms built with large enterprises in mind, SimplyAI is purpose-built for UK SMB's navigating challenges such as rising customer expectations, increasing operational costs, and stiff competition.

With local support, plain-English guidance, and pricing that works for modest budgets, Simply-ai.io delivers business-first AI without the buzzwords.

What Sets SimplyAI Apart?

Conversational Speech-to-Speech AI

Automate and enhance customer interactions with voice agents that sound truly human - ideal for smart call routing, support, and more.



Agentic AI That Gets Things Done

Go beyond chatbots. Our AI agents can take action, integrate with your systems, and handle real workflows - saving time and improving efficiency.

AI-RAG (Retrieval Augmented Generation)

Give your AI real context by combining generative capabilities with your internal data - ensuring responses are accurate, relevant, and trustworthy.

Immersive AI Experiences

From onboarding to virtual showrooms, our 3D, spatial, and CR-driven tools create next-gen experiences at a fraction of the typical cost.

Real Outcomes, Not Hype

SimplyAI delivers measurable results where they matter most:

1. Faster customer response times
2. Lower support and operational costs
3. More efficient teams
4. Happier, more loyal customers

“We’re not here to sell buzzwords or push overpriced platforms,” added Alex Deighton.

“We’re here to solve real problems for real businesses - with AI that just works.”

About SimplyAI

SimplyAI is a UK-based AI solutions provider dedicated to helping small and medium-sized businesses thrive with practical, affordable, and high-impact artificial intelligence. From speech technology to agent-based automation and immersive experiences, SimplyAI puts powerful AI within reach.

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