

PRODUCT CATALOGUE

Your front office, **answered** and accounted for.

Two products that run the two jobs deciding whether an enquiry becomes a customer: answering people the moment they ask, and carrying their lead through to the end.

Enquiries do not get lost. They get dropped.

Every business that takes enquiries loses some of them, and almost never to a competitor with a better product. They are lost in the hour nobody was watching, and in the gap between the five places an enquiry can land.

They arrive when nobody is there

The enquiry that decides your quarter lands at eleven at night, from somebody comparing you with two other places. By nine the next morning they have already chosen one of them.

They land in five different places

A form email here, a WhatsApp message there, an Instagram reply, a note by the phone, a spreadsheet somebody keeps privately. Five lists mean nobody can answer how many enquiries you actually have.

Nobody owns them

A lead that belongs to everyone belongs to no one. The ones that convert are the ones somebody chased, and chasing is the first thing to go in a busy week.

Nobody can prove what happened

In April somebody asks why their application stalled in January. The answer sits in an inbox that belongs to a colleague who has since left, if it survives at all.

None of this is a people problem.

Your team is not slow, and they are not careless. They are working without a system that answers when they cannot, puts every enquiry in one place, gives each one an owner, and keeps the record. That is the whole of what OmexaOS does.

One workspace, two jobs, nothing dropped between them.

OmexaOS Agents answers the moment somebody asks. OmexaOS Leads carries what they said through to won or lost. Take either on its own; together they close the loop.

- ✓ Every question answered in seconds, at any hour, in your own words
- ✓ Every enquiry on one board, owned by one person, scored so the best is called first
- ✓ Every document checked once, every decision recorded, every record printable
- ✓ One workspace, one team, one bill, and one snippet on your website

The path one enquiry takes

- 1 Somebody asks at 11pm**
An agent answers from your own prospectus and fee pages, in your words, straight away.
- 2 Their details are captured**
When the conversation reaches a point you chose, the agent collects exactly what you asked for.
- 3 It lands as a lead**
Your team picks it up on the pipeline the next morning, with the whole conversation attached.

The enquiry nobody was awake for is a lead with an owner by nine.

One sign-in, one set of people, one role each, one bill, and one snippet on your website carrying both chat and your lead forms. Add the second product later and it appears in the same workspace, with the same team.

OmexaOS Agents

AI agents that answer from what your business says, on the channels people use.

- ✓ Agents that answer from what your own pages and documents say
- ✓ On your website, WhatsApp, Instagram, or by voice
- ✓ They collect the details you ask for and hand over when it matters
- ✓ Every conversation kept, searchable, and yours

It reads your site first

Give it your address and it reads your pages, then answers from them. Add a prospectus, a price list or a policy and it uses those too.

It says what you would say

You write the instructions in plain language. It follows them, admits when it does not know, and never invents a fee or a date that is not written down somewhere you put it.

It collects what you need

Tell it which moments matter and what to collect when they come up. Those become leads your team can work, with the whole conversation attached.

Wherever people ask

A chat bubble on your site, WhatsApp Business, Instagram, or a voice call. Same agent, same knowledge, one inbox behind it.

A person always wins

Your team sees every conversation, can take one over mid-sentence, reply as themselves, and hand it back. Nothing is hidden behind the automation.

It answers at eleven at night, from your own words.

An agent grounded in your pages and documents says what you would say, says so when it does not know, and fetches a person the moment that is the right thing to do.

Everything in Agents

AI agents

Agents that start from what your website already says.

OmexaOS reads your website, suggests the agents your business needs and drafts them, then you set their purpose and instructions.

- Your website read first, with agents drafted from it
- Name, purpose and instructions in your own words
- Test an agent in conversation before you publish it

WHAT IT IS WORTH

The questions that repeat all day are answered without a person, so your team spends its time on the ones that need judgement.

Knowledge base

Agents answer from your pages and documents, not from guesswork.

Add web pages, documents and text to what your agents know, and choose which agents can use each source.

- Crawl pages from your website
- Upload documents or paste text
- Choose which agents use which sources

WHAT IT IS WORTH

Answers come from your own fees, dates and policies, so an agent never commits you to something you did not say.

Shared inbox

Every conversation in one place, and a person can always take over.

See every conversation across your channels, take over from an agent, reply, leave notes for the team and hand back.

- Every conversation from every channel in one list
- Take over from the agent, reply, then hand back
- Internal notes the contact never sees
- Status and tags to keep the list under control

WHAT IT IS WORTH

Nothing lands in a personal inbox only one person can see, and a colleague can rescue any conversation before it is lost.

Channels

One agent, wherever people ask.

Put the same agent on your website, WhatsApp, Instagram or voice, and manage every channel from one workspace.

- Website chat with one snippet
- WhatsApp Business connected to your own number
- Instagram and voice channels for the same agents

WHAT IT IS WORTH

You meet people on WhatsApp or Instagram where they already are, rather than asking them to come to you and fill in a form.

Everything in Agents, continued

Website chat widget

A chat bubble that looks like your brand.

Style the chat bubble, set the greeting and suggested questions, and add it to your site with one snippet.

- Your colours, position and bubble shape
- A greeting and suggested questions, drafted from your business
- Typing indicator and sound, on or off
- The same snippet shows your lead forms too

WHAT IT IS WORTH

Visitors who would have left without asking start a conversation instead, and it is your brand that answers them.

WhatsApp broadcasts

Message the contacts who asked to hear from you.

Send approved WhatsApp templates to opted-in contacts, schedule campaigns, and see how many were delivered and read.

- Templates synced from your WhatsApp Business account
- Opt-ins recorded, one at a time or in bulk
- Campaigns scheduled, started and paused
- Delivered and read rates for every campaign

WHAT IT IS WORTH

You can reach the people who opted in at the moment it matters, an open day or a deadline, without buying another tool.

Agent analytics

What your agents handled, and what it saved you.

See conversation volume by channel, how many were resolved without a person, the leads captured and the hours saved.

- Conversations each week, by channel
- Resolved by an agent compared with resolved by a person
- Leads captured and hours saved
- Conversations that happened after hours

WHAT IT IS WORTH

You can put a number on what the agents handled and what it saved, which is what makes the renewal decision easy.

OmexaOS Leads

Capture every enquiry, route it to the right person and see it through to won or lost.

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- ✓ A lead form you build yourself and embed on your site
 - ✓ Every lead on one board, from first enquiry to enrolment
 - ✓ Documents checked, decisions recorded, nothing lost in an inbox
 - ✓ The printed record and PDF your registry already expects

The form is yours	Drag in the fields you need, show a question only when an earlier answer calls for it, and embed it on your own site, inline or as a pop-up, only on the domains you allow.
Nothing arrives unowned	Routing rules read the source, campaign, form, interest or any answer and hand the lead to one person or round robin across a team, the moment it lands.
The best ones first	Scoring puts points on the things that make a lead likely to convert, so the list your team calls down is ordered by what is worth calling.
One board, one story	Stages you named, leads you drag between them, and a timeline carrying every note, call, task, document and decision attached to the lead rather than to an inbox.
Proof at the end of it	Documents verified or rejected with a reason, a printed record laid out with your branding, a PDF of any lead, and a portal where the contact checks their own progress.

This is the CRM your team works in.

Contacts, pipelines, owners, tasks, activity, documents and reports, built for enquiries rather than bolted onto a generic sales tool. Every lead from every source lands on the same board, whether a form, an agent conversation, an import or your own API put it there.

Everything in Leads

Lead forms

Build the form yourself and embed it with one line.

Build enquiry and application forms by dragging in fields, then embed them on your own site, inline or as a pop-up.

- Drag in the fields you need and mark what is required
- Show a question only when an earlier answer calls for it
- Accept documents, checked by file type and size
- Embed inline or as a pop-up, only on domains you allow

WHAT IT IS WORTH

Enquiries arrive complete and structured, so nobody spends the morning chasing a phone number that was never asked for.

Pipelines and stages

Every lead on one board, in the stages you work in.

Name the stages your leads move through, drag leads between them, and keep a record of every move.

- Stages that match how your team actually works
- Drag a lead to move it along the board
- Every move recorded with who made it and when
- More than one pipeline when one process is not enough

WHAT IT IS WORTH

Anyone can answer “where has that one got to?” without calling a meeting, and leads stop being dropped between the people who touched them.

Lead routing

The right person gets each lead the moment it arrives.

Rules decide who owns each new lead as it arrives, by source, campaign, form, interest or any answer, one person or round robin.

- Match on source, campaign, form, interest, tags, value or any answer
- Give it to one person, or round robin across a team
- People who have left or been switched off are skipped
- Rules run in the order you set; the first that matches wins

WHAT IT IS WORTH

Every lead has an owner within seconds of arriving, which is the single biggest reason a lead gets answered at all.

Lead scoring

Points that put the most promising leads first.

Give leads points for the things that make them likely to convert, so your team calls the best ones first.

- Points for any condition a lead can meet
- Scores work out as leads arrive and change
- Sort and filter any list by score

WHAT IT IS WORTH

Your team spends its limited calling hours on the enquiries most likely to close, instead of on whoever happens to be top of the list.

Everything in Leads, continued

Tasks and timeline

Everything done to a lead, and everything still to do.

Log notes, calls and emails on a lead, set tasks with due dates and owners, and see it all on one timeline.

- Notes, calls, emails and tasks logged against the lead
- Tasks with a due date and the person who owns them
- One timeline of every change and conversation
- A task list of what each person has promised to do next

WHAT IT IS WORTH

The follow-up that decides the sale actually happens, and the history survives the person who made it.

Duplicate detection

Spot the same person twice and fold them into one lead.

Leads that share an email address or phone number are flagged, and merging turns them into a single record.

- Leads sharing an email or phone number are flagged
- See every likely duplicate across the workspace
- Merge one lead into another in a single step

WHAT IT IS WORTH

One person is not rung three times by three colleagues, and your numbers stop counting the same enquiry twice.

Import and export

Bring leads in from a spreadsheet, and take them out again.

Import leads from a CSV file with a preview of exactly what will be created, and export any filtered list as CSV.

- Import a CSV and match its columns to your fields
- A preview of what will be created before anything is
- Export whatever the current filter shows
- Both limited to the people whose role allows them

WHAT IT IS WORTH

You can move in without losing your history and take your data out whenever you want, so there is no lock-in to argue about later.

Saved views and bulk actions

The list you need in one click, and changes to many leads at once.

Save the filters you use every day as named views, share them with the team, and move, tag or assign many leads together.

- Save any combination of filters as a named view
- Share a view with the whole workspace
- Select many leads to move, tag or assign together

WHAT IT IS WORTH

Today's list is one click rather than five filters, and a change across fifty leads takes a minute instead of an afternoon.

Everything in Leads, continued

Reports

How leads turn out, and where they come from.

See your funnel stage by stage, which sources convert, how quickly leads get a first response, and how each owner is doing.

- A funnel showing how many leads reach each stage
- Sources and campaigns compared by how many they win
- Response times measured against your own target
- Each owner's leads, wins and value

WHAT IT IS WORTH

You can see which source earns its budget and which stage leaks, so spending decisions stop being guesses.

Webhooks

Tell your other systems what happens to a lead, as it happens.

Send signed events to your own systems when leads arrive, move, win, lose or merge, with retries and a log of every delivery.

- Events for new, moved, won, lost, assigned and merged leads, activity and documents
- Signed with HMAC-SHA256 and a timestamp, so forgeries and replays are refused
- Failed deliveries retried, and every attempt logged
- A test send to check a receiver before any real lead

WHAT IT IS WORTH

Your finance, timetabling or student system hears about a won lead automatically, instead of somebody rekeying it.

Documents and PDF records

Documents checked once, and a printed record that looks the part.

Reviewers verify or reject every uploaded document, and each lead prints to a record you designed, on screen or as a PDF.

- Verify or reject each uploaded document, with a reason
- Design the printed record once with your branding
- A PDF of any lead, generated on request

WHAT IT IS WORTH

Paperwork is checked once and printed the way your registry expects, so an audit stops being a scramble.

Contact portal

People check where they are, without ringing you.

Contacts sign in with a one-time code sent to their email, see where their lead stands and download their own copy.

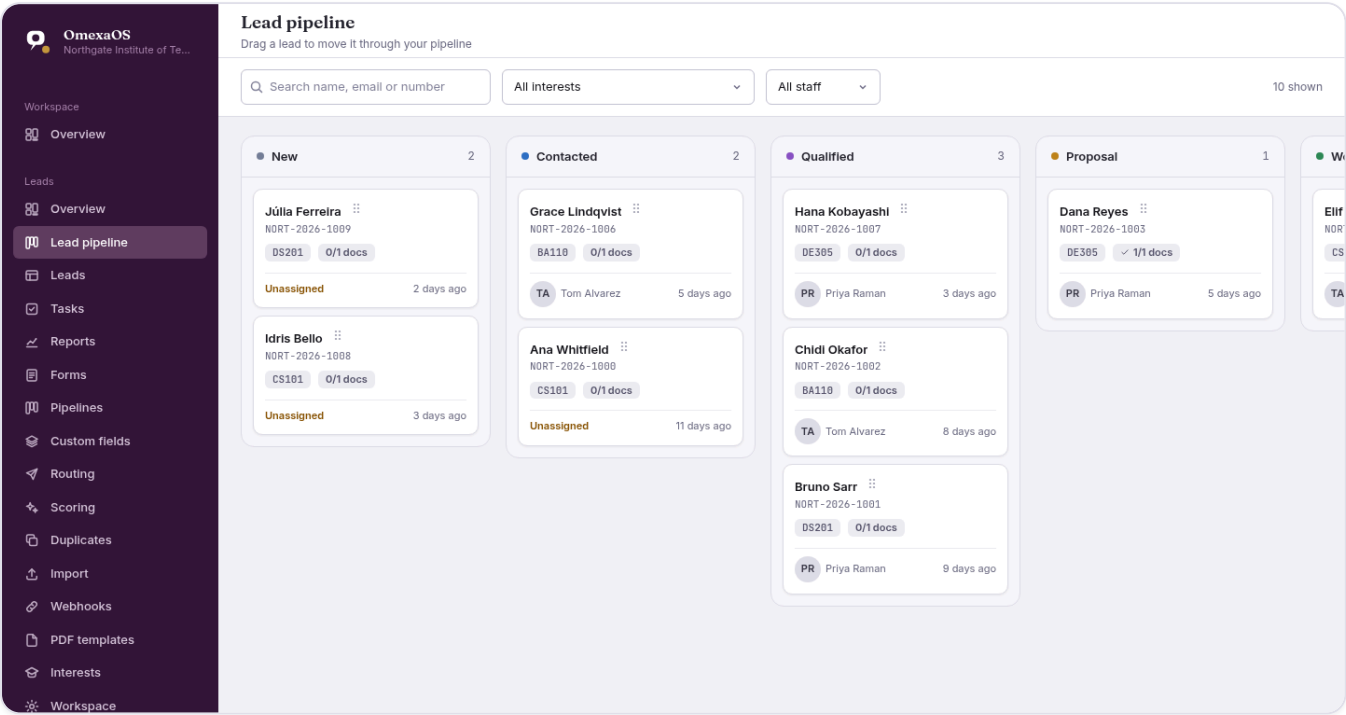
- Sign in with a one-time code, no password to forget
- See the current stage of their lead
- Download their own copy of what they submitted

WHAT IT IS WORTH

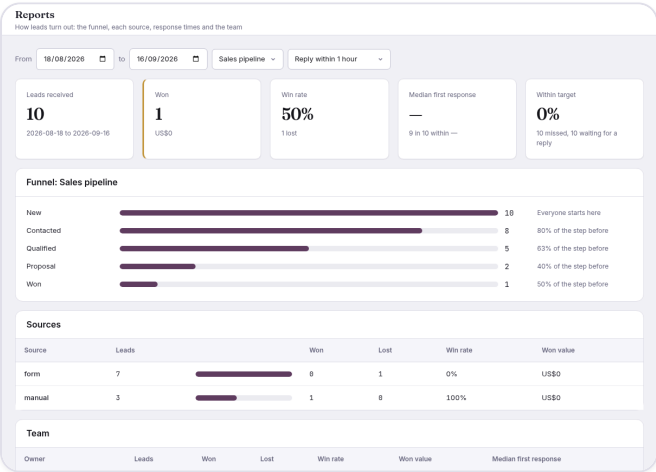
The "where has my application got to?" calls that fill your mornings answer themselves, at any hour.

What your team actually looks at.

The console your staff sign in to, on a demonstration workspace carrying its first ten leads.



Every lead on one board Stages you named, cards you drag between them, each showing its owner, interest, documents and how long it has sat there.



Where leads stall, and what converts The funnel stage by stage, each source compared by what it wins, response times against your target, and how each owner is doing.

Júlia Ferreira
NORT-2026-1009 | julia.ferreira@example.com | +44 7700 901210 | via Form

Lead answers

Full name	Júlia Ferreira	Email address	julia.ferreira@example.com
Mobile number	+44 7700 901210	Date of birth	2001-01-10
Highest qualification completed	Bachelor's degree	Awarding workplace	Riverside College

Lead
Everything known about this lead, and everything done to it

Personal statement
I have spent the last two years building small tools for my school library and want to study formally so that I can work on systems that serve a lot of people.

Passport photo
—

Academic transcript
transcript.pdf

I confirm the information above is accurate
Yes

Documents (1)

Move this lead

- Move to Contacted
- Move to Qualified
- Move to Proposal
- Move to Won

Details

Score: 0

From the workspace's scoring rules.

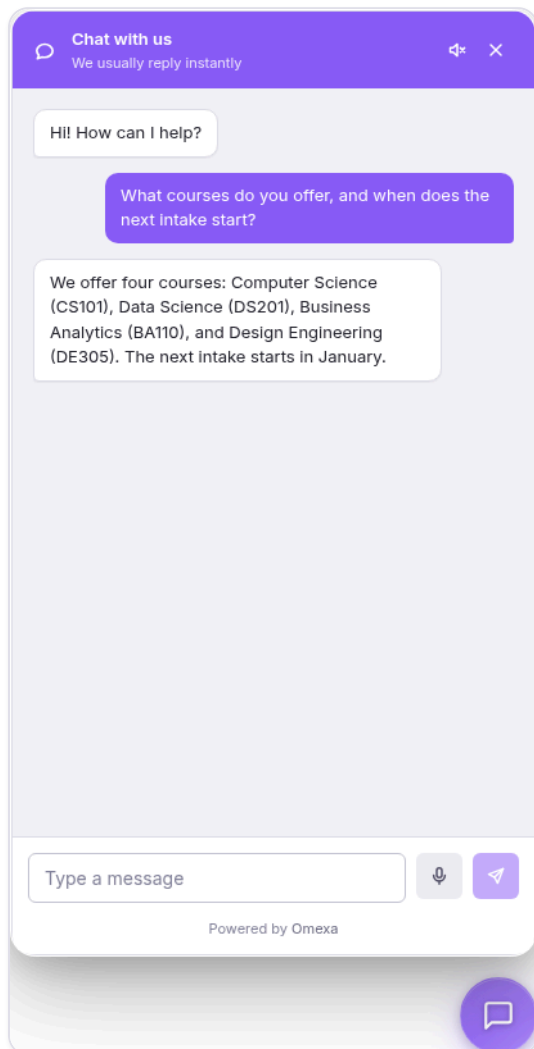
Value (US\$):

What is it worth if won

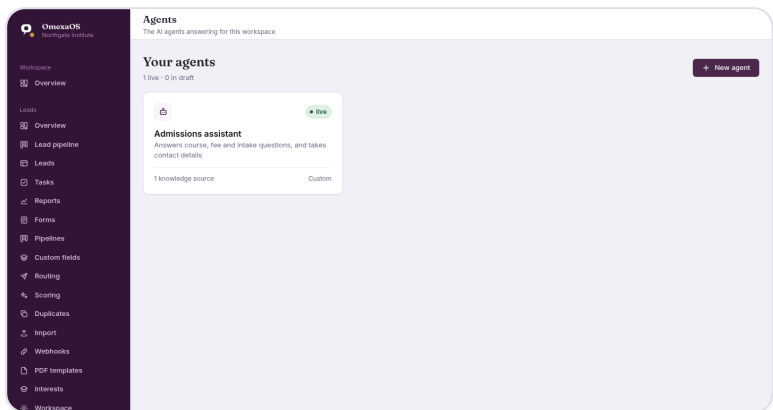
One lead, and everything about it Every answer the form captured, the buttons that move it to the next stage, and the panel holding its value, tags and owner.

What your customers see.

The chat widget as it sits on a customer's own website, and the agent answering behind it.



The chat widget, on a customer site Shown at the size it actually appears: a 410 by 740 panel above the bubble, answering from what the business wrote down.



The agents answering for you Each agent with its purpose, what it has read, and whether it is live or still a draft.

One line of code, and somebody is answering.

The snippet goes on your site once. From then on the agent answers in your words, at any hour, in the colours you choose, and every conversation it has lands in your inbox with whatever it collected attached.

What holds under both products.

What both products share: people, roles, access for your other systems, and one bill.

One sign-in, one team	Everyone holds one role for the whole workspace. It lists the products it opens and what it may do inside each, and a change applies on their next click.
Your records are yours	Each product keeps its own database, and every request is scoped to the organisation in the signed session rather than to anything the caller sends.
Sessions you can verify	The platform signs a short-lived session; each product verifies it with a public key and accepts nothing else. Access tokens never touch local storage.
Credentials kept encrypted	Channel credentials such as a WhatsApp access token are encrypted before they are stored and are only ever used for the workspace that supplied them.
Help that leaves a trace	When our staff open your workspace to help, the session is short-lived, the console says plainly that somebody is viewing as you, and every action is recorded.
Built to connect	API keys carry the role you choose, trade for a half-hour token and revoke at once. Signed webhooks push every lead event to your own systems, with retries and a delivery log.

One team, one bill, two products.

Most businesses end up paying twice for the same list of people: once in the tool that answers and once in the tool that follows up, with two administrators keeping them in step. Here they are the same people holding the same role, on one invoice, and what one product learns about a contact the other already knows.

What comes with the workspace

Roles and permissions

People see and do exactly what their job needs.

Give people default roles in each product or make your own from any mix of permissions, enforced by the products themselves.

- Admin, Manager, Counselor and Reviewer in Leads; owner, agent manager and viewer in Agents
- Make your own roles from any mix of permissions
- Start a role from a ready-made template
- Enforced by the products, not just hidden in the screens

WHAT IT IS WORTH

New staff are useful on day one and see only what their job needs, which is what your data protection obligations actually require.

API keys

Let your other systems work in OmexaOS, within limits you set.

Give an integration a key with the role you choose in each product. It trades the key for a short-lived token, and you can revoke it at any time.

- A role per product, so a key can do exactly what you allow
- Traded for a token that lasts half an hour
- Shown once; only a hash is stored
- Revoke at any time, and see when each key was last used

WHAT IT IS WORTH

Your other systems can work in OmexaOS without anybody sharing a password, and access ends the moment you revoke it.

One workspace

Both products, one sign-in, one set of people, one bill.

Sign in once for Leads and Agents, manage one team across both, embed both with one snippet, and pay one invoice.

- One sign-in for both products
- One list of people, each with a role in each product
- One snippet on your site for chat and lead forms
- One invoice, with the suite discount when you run both

WHAT IT IS WORTH

One bill, one login and one team across both products, instead of two vendors and two lots of administration.

The whole list, in one line each.

FEATURE	WHAT IT DOES
OmexaOS Leads	
Lead forms	Build enquiry and application forms by dragging in fields, then embed them on your own site, inline or as a pop-up.
Pipelines and stages	Name the stages your leads move through, drag leads between them, and keep a record of every move.
Lead routing	Rules decide who owns each new lead as it arrives, by source, campaign, form, interest or any answer, one person or round robin.
Lead scoring	Give leads points for the things that make them likely to convert, so your team calls the best ones first.
Tasks and timeline	Log notes, calls and emails on a lead, set tasks with due dates and owners, and see it all on one timeline.
Duplicate detection	Leads that share an email address or phone number are flagged, and merging turns them into a single record.
Import and export	Import leads from a CSV file with a preview of exactly what will be created, and export any filtered list as CSV.
Saved views and bulk actions	Save the filters you use every day as named views, share them with the team, and move, tag or assign many leads together.
Reports	See your funnel stage by stage, which sources convert, how quickly leads get a first response, and how each owner is doing.
Webhooks	Send signed events to your own systems when leads arrive, move, win, lose or merge, with retries and a log of every delivery.
Documents and PDF records	Reviewers verify or reject every uploaded document, and each lead prints to a record you designed, on screen or as a PDF.
Contact portal	Contacts sign in with a one-time code sent to their email, see where their lead stands and download their own copy.

The whole list, continued.

FEATURE	WHAT IT DOES
OmexaOS Agents	
AI agents	OmexaOS reads your website, suggests the agents your business needs and drafts them, then you set their purpose and instructions.
Knowledge base	Add web pages, documents and text to what your agents know, and choose which agents can use each source.
Shared inbox	See every conversation across your channels, take over from an agent, reply, leave notes for the team and hand back.
Channels	Put the same agent on your website, WhatsApp, Instagram or voice, and manage every channel from one workspace.
Website chat widget	Style the chat bubble, set the greeting and suggested questions, and add it to your site with one snippet.
WhatsApp broadcasts	Send approved WhatsApp templates to opted-in contacts, schedule campaigns, and see how many were delivered and read.
Agent analytics	See conversation volume by channel, how many were resolved without a person, the leads captured and the hours saved.
Your workspace	
Roles and permissions	Give people default roles in each product or make your own from any mix of permissions, enforced by the products themselves.
API keys	Give an integration a key with the role you choose in each product. It trades the key for a short-lived token, and you can revoke it at any time.
One workspace	Sign in once for Leads and Agents, manage one team across both, embed both with one snippet, and pay one invoice.

Every feature listed here is in the product today. Each one has a page of its own at omexa.dev/features.

What it costs.

Each product is priced on its own. Run both and the pair costs 20% less than buying them apart. Every plan starts with fourteen days free, and no card.

OmexaOS Suite — Both products, one workspace, one bill

Starter ₹5,500 /month ~~₹6,900 bought separately~~ Save ₹1,400 a month or ₹4,600 a month billed yearly • Leads on Starter • Agents on Starter	Growth ₹16,700 /month ~~₹20,900 bought separately~~ Save ₹4,200 a month or ₹13,900 a month billed yearly • Leads on Growth • Agents on Growth	Scale ₹42,100 /month ~~₹52,600 bought separately~~ Save ₹10,500 a month or ₹35,000 a month billed yearly • Leads on Scale • Agents on Scale	Enterprise ₹1,05,400 /month ~~₹1,31,800 bought separately~~ Save ₹26,400 a month or ₹87,800 a month billed yearly • Leads on Enterprise • Agents on Enterprise
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Two ways the price comes down.

Holding both products takes 20% off the pair, on whatever plan each one is on. Paying for the year up front costs 17% less again, which is two months free. Neither needs asking for.

How you are billed

Invoiced, not charged	An invoice is raised from the plans you hold, monthly or yearly, with the suite and annual discounts already applied. Pay it by bank transfer, card, cheque or cash, and the payment is recorded against it.
Always in your console	Every issued invoice sits under Organisation → Billing in your own workspace, ready to print, showing what it covers and the period it paid for.
Nothing disappears	When a trial or a period lapses the product locks rather than deletes. Your leads, conversations and documents are waiting when the subscription is active again.

What separates the plans.

OmexaOS Leads — Capture, track and convert every lead from any form you can build

	Starter	Growth	Scale	Enterprise
A month	₹3,400	₹10,500	₹26,300	₹65,900
Billed yearly	₹2,900 a month	₹8,700 a month	₹21,900 a month	₹54,900 a month
Staff seats	3	10	30	Unlimited
Published forms	5	25	Unlimited	Unlimited
Pipelines	1	5	Unlimited	Unlimited
What it adds	• Embeddable forms • One pipeline • Contact portal	• Everything in Starter • PDF template designer • Counselor caseloads	• Everything in Growth • Unlimited forms and pipelines • Priority support	• Everything in Scale • Unlimited staff • Dedicated success manager

OmexaOS Agents — AI agents that answer, qualify and follow up on every channel

	Starter	Growth	Scale	Enterprise
A month	₹3,400	₹10,500	₹26,300	₹65,900
Billed yearly	₹2,900 a month	₹8,700 a month	₹21,900 a month	₹54,900 a month
Agents	2	5	15	50
Conversations a month	500	2,000	10,000	50,000
What it adds	• Website chat widget • Knowledge base from your site • Lead capture	• Everything in Starter • WhatsApp and Instagram • Broadcast campaigns	• Everything in Growth • Voice agents • Advanced analytics	• Everything in Scale • White-label • Dedicated success manager

Every workspace includes the lead inbox at no cost, so leads an agent captures are never stranded: every lead in one place, whatever captured it; filter by source, add notes and tasks. Paying yearly costs 17% less than paying monthly. Prices are per workspace, exclusive of taxes, and shown in rupees at ₹88 to the US dollar; invoices are raised in US dollars. Edition 2026.1.

Anyone who takes enquiries, answers the same questions all day, or both.

Colleges and universities

Schools

Training providers

Clinics

Agencies

Online shops

How it starts

1

Tell us what you run

A short conversation about where your enquiries come from and what happens to them today.

2

Fourteen days free

No card. Your workspace, your branding, your forms, with the products you want switched on.

3

We set it up with you

We load your website into the knowledge base, build your first form and pipeline, and bring your existing leads in from a spreadsheet.

4

Go live with one line

One snippet on your site carries chat and your lead forms. Anything you add later appears without changing it.

Start with one product. Add the other when it earns its place.

TALK TO US

omexa.dev/contact

START A FREE TRIAL

omexa.dev