



BEEBOT AI



## Transforming mental and physical wellbeing with Automation and Conversational AI



Steve is the founder of It's Mental. It's mission is to teach 1,000,000 people to manage their mental health and to make wellbeing and mental strength a key foundation in everyone's daily plan through positive psychology. They aim to accomplish this through coaching and their self-care platform where users can learn about themselves and discover techniques, tips, and exercises to better understand their emotions, their triggers, and what they can do to get themselves into a positive mindset. By changing behaviour, changing habits (either breaking bad ones or creating good ones) they hope to guide people to a healthy work, life balance and most importantly to be happy.

**Stephen Robinson**  
**Founder - It's Mental - Lead Mental Wellbeing Coach**

### 1 What did you know about automation and conversational AI before meeting Beebot AI, what was the discovery process?

We came across chatbots previously. We have an advisory board of 5 people, one of them being Sean Boyle who is the Clinical Director for Specialist Mental Health at CWP NHS Trust and right at the cutting edge of mental health crisis management in the North West. He gave us an understanding of the process people have to go through to get treatment from the NHS if they are feeling suicidal. After learning more about the process people have to go through, we saw we had to make a difference. Engaging with services such as the NHS or charities helps us to gain a better understanding to how we can help prevent these cases. We believe technology is the most effective way to do this, as visiting your doctors, walking into A&E, a phone call to a charity like Mind or The Samaritans or opening up to friends and family are big steps. By monitoring the language communicated through technology such as conversational AI chatbots, we can point users in the right direction for help and guidance. They also provide an intuitive and interactive experience. Natural Language Processing (NLP) is really crucial within chatbot functionalities we are looking for, as people who are feeling suicidal will usually not express it. They may say things such as "I see no future", "I feel hopeless", not just "I feel suicidal".

## 2 Why did you engage with and decide to invest in Beebot AI?

Going through the selection progress, Beebot AI not only had immense expertise in the Technology sector but also in the Health sector which is rare to find. The Senior Team's background and expertise were impressive and they were keen to understand all that we do at It's mental, so they could develop a solution that would really make a difference to our business and help us deliver our mission.

## 3 How do you see Beebot AI products changing and improving your business processes?

Our main goal is to enhance our customers and their employees engagement with our content and services and I think Beebot AI can help us reach this aim. What we are looking to develop with Beebot AI, is a complex back-end conversational dialogue and content that the chatbot will deliver. In simple terms, if we could offer our customers employees an experience where we could deliver content and dialogue to check in on their employees wellness and mental health, this would be transformational.

For example, the employee would open an It's mental bot on their desktop or mobile, and it asks them what mood they are in that day and then it delivers them a 2-minute video to help them improve their emotions immediately. We could also promote our group counselling sessions or 1-1 sessions through the bot and process bookings directly through the chat.

## 4 How do you see deploying Beebot AI Interface solution affecting your bottom line?

I can envisage where Beebot AI can support and improve our product and service offering across the board. From our Coaching Services to our Workplace Wellbeing Services, our Portal and our Courses, through direct on-demand sales support. Deploying Beebot AI will ultimately increase revenue and drive more subscriptions.

## 5 What it was like to engage with and deal with Beebot AI as a company?

Beebot AI are very professional and meticulous at understanding what a company needs and its objectives. It is evident that Beebot AI were keen to understand this from the very beginning so they could create a solution that works perfectly for our business and strategic objectives. The working relationship was really positive and I believe our core values and visions aligned, which is also very important.

**Find out more:**

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