SALES ONBOARDING · NOVEMBER 2026

Layan AI

What we sell, who buys it, what it does, how much it costs and how a deal goes.

For a new salesperson starting from zero.

Layan in one sentence

An AI customer-service agent that lives inside the brand's website chat.

- Answers players 24/7 in the language they type in.
- Reads the brand's own knowledge: FAQ, promotions, bank list, notices.
- Looks up the player's wallet: balance, deposits, withdrawals (read-only).
- Hands over to a human agent when it should, with a Telegram alert.
- Everything is managed from one dashboard at app.layan-ai.com.

24/7

always answering, no night shift

5

languages: EN, BM, Manglish, 中文, Urdu

10

brands onboarded on 2 wallet platforms

3

AI brains in failover: Claude, OpenAI, Cloudflare

The problem a brand pays us to remove

Without Layan

- The same five questions all day: "deposit masuk belum?", "withdraw how long?", "got promo?"
- Night shifts and public holidays still need people online.
- Players type Manglish, BM and Chinese, so staff must too.
- Slow replies: the player closes the tab and deposits elsewhere.

With Layan

- Instant answers from the brand's own knowledge, in the player's language.
- The bot checks the wallet itself and tells the player "deposit landed".
- It tells the player why a withdrawal was rejected, before they even ask.
- Humans handle only payments, account changes and judgement calls.

Pitch line: a smaller CS team covers more players, around the clock, with fewer mistakes.

Who we sell to

The brand

- iGaming whitelabel brands, mostly Malaysia
- Mainly brands on the JK platform (ready-made integration)
- Other platforms work too, as long as they give us their API document

The AP / reseller

- Agent providers who bring several brands
- Manage their brands in the reseller portal at layan8.com
- Resell at their own price; HQ sets their cost

What a brand needs to have

- A website with a live-chat button we can take over
- Backend API access for wallet lookups (we give a fixed IP to whitelist)

What the player gets in the chat

1 Answers from the brand's knowledge

FAQ, promotions, bank list, dictionary, game tips and timed notices. Nothing else, so it cannot invent a promo.

2 Wallet lookups, read-only

Recognises the logged-in player, greets by name, checks balance and recent deposits, withdrawals and bonuses.

3 Transaction push

Tells the player when a deposit, withdrawal or bonus lands, and the reason when one is rejected.

4 Game lookup and restrictions

Checks the live game list for "do you have this game?" and respects provider bans on the player's tag.

5 Follow-ups and soft selling

Optional idle nudge and auto-close, plus a sales style: promos, low-balance top-up, win-back, popular games.

What the brand's team gets in the dashboard

1 Live Chat takeover

Chats that need a human turn red, ring an alarm and ping Telegram. An agent takes over, replies, then releases it back to the bot.

2 Knowledge and Teach Layan

Edit answers in seconds. Train from a Telegram group with Accept / Edit / Reject. Post a maintenance notice with an end time.

3 Analytics

Overview, Insights (what players ask), Analysis (topic and mood per chat), AI usage and cost, full searchable History.

4 Appearance

Logo, colours, welcome card and quick-reply buttons. The widget looks like the brand, not like us.

5 Team and audit

Per-menu permissions for each staff login. Every change lands in the Activity log with a name and time.

6 Guards

Spam guard caps AI replies per chat per day. On/off switch per brand. Auto-premium and VIP tags sort big players to the top.

Safety questions you will be asked

They ask	You answer
Does the AI make things up?	No. It answers only from the brand's knowledge and live wallet data. If something is not covered it says a human will follow up and flags the chat.
Can it move money or change accounts?	No. Wallet access is read-only. Any write action needs a verified player, an amount cap and human approval, and is off by default.
Are our API credentials safe?	Stored encrypted and write-only: nobody can read them back, not even our admin. All wallet calls leave from one fixed IP the brand whitelists.
Is our data shared with other brands?	No. Each brand is its own tenant with its own knowledge, chats and settings. Nothing crosses over unless they ask us to clone.
What if Layan goes down?	The install code has a fail-safe: if we do not answer within seconds, the site's own live chat shows. Plus a manual on/off switch and three AI providers in failover.

Never promise: write actions, guaranteed outcomes, or a go-live date before the wallet API and knowledge are in hand.

How a deal goes, in four steps

1

Demo

Ask for a demo link. The prospect chats with the bot as a player and clicks through the dashboard. The prospect Telegram bot answers product questions too.

2

Free test

We clone a similar brand's knowledge and rename it. The brand gets 500 AI replies or 7 days free, then a 3-day grace, then the bot pauses.

3

Go-live (Day 1)

Install code pasted, wallet API linked, Telegram groups set. Setup fee plus the first month fall due. Most brands go live within a few days.

4

Monthly

Same day each month, in advance. The brand pays from Billing in its dashboard, HQ confirms, notices go to its Telegram group. Unpaid means paused.

Your job ends at step 3. After go-live the brand's own team owns the knowledge; HQ handles billing and support.

Getting a brand live: the 3-step setup guide

1

NOW

Connect the platform

- JK brands: BO → ≡ menu → MANAGE API → Add. Name "Layan IT", IP 152.42.194.8, all modules ticked, Submit.
- Copy the Access ID and Token. Send in the group: IP whitelisted, Access ID, Token, FE link, BO link.
- Not on JK: their IT pushes player and transaction data to our Data Push API. We never call their platform.
- About 2 minutes in BO for a JK brand.

2

BEFORE GO-LIVE

Set up the AI accounts

- Anthropic (Claude), required: company email, add a card, about USD 100 credit with auto-reload, create a key named "Layan".
- OpenAI, recommended backup: about USD 20 balance, create a key.
- Paste both keys in the dashboard: Billing → Your AI accounts → Connect. Never in a chat group.
- During the free test we use our own AI account.

3

BEFORE GO-LIVE

Prepare brand details

- Brand look: name, logo PNG, main colour, player languages.
- Deposit and withdrawal info: methods, min and max, processing times, what to do when delayed.
- Promotions with full terms, plus any existing FAQ or CS scripts.
- A test player account with a small balance.
- The website developer, ready to paste one line of code before </body>.

Go-live: all items ticked, then the first payment from the dashboard (setup fee + first month). Full guide with screenshots: guide.layan-ai.com/api-key

Words you will hear

Tenant / brand
One brand's own Layan account: knowledge, chats, settings.

Knowledge (KB)
The FAQ, promos, dictionary and notices the bot answers from.

Live Chat
Dashboard screen where agents watch and take over chats.

Escalation / needs human
A chat flagged red for an agent, with a Telegram alert.

JK wallet / Awallet
The two platform types we integrate; we pull from one, the other pushes to us.

AP / reseller
An agent provider who brings brands and manages them in layan8.com.

Install code (snippet)
The one script tag the brand pastes on its website.

Go-live / Day 1
The day the bot answers real players; billing starts here.

Platform
HQ's admin view across all brands at app.layan-ai.com.

Guide
Setup guide for the brand's tech team: guide.layan-ai.com

Welcome to Layan

Sell the outcome: fewer repeat questions, 24/7 cover, happier players.