

### Executive Summary

Fredi was tested across 10 realistic small-business enquiry scenarios, including pricing, uncertainty, privacy concerns, callback requests, and human handoff. The result: **9 out of 10 tests passed**, with one fixable edge case identified.

| Metric        | Result                                                                                                         |
|---------------|----------------------------------------------------------------------------------------------------------------|
| Pass rate     | 90% (9 out of 10 tests passed)                                                                                 |
| Average score | 3.7 out of 4                                                                                                   |
| Key strengths | Qualifying pain points, capturing contact details, handling uncertainty, managing privacy and handoff requests |
| Weak point    | One edge case: user asked for a website build rather than acting as a business owner needing lead capture      |

### 1. What Is Fredi?

- Answers website enquiries 24/7 — evenings, weekends, bank holidays.
- Qualifies leads by identifying business type and pain points.
- Captures contact details: name, phone, email, and preferred callback time.
- Schedules callbacks with Joash, Mediahubink's founder.
- Marks leads as captured for immediate follow-up.

### 2. Methodology

Ten realistic prompts were tested, covering direct pricing enquiries, service requests, industry-specific questions, uncertainty, human handoff, privacy concerns, and confused or vague user inputs across 9 industries: cafes, restaurants, accountancy, clinics, tailoring, plumbing, estate agency, salons, and coffee shops.

| Criterion      | Pass = 1 point                                       |
|----------------|------------------------------------------------------|
| Correct        | Response matched the user's intent.                  |
| Lead qualified | Pain points and business type were identified.       |
| Data saved     | Name, phone, email, and callback time were captured. |
| Privacy safe   | No data misuse or overclaiming.                      |

Pass threshold: Score of 3 or above, with key fields captured.

3. Results

|             |        |        |           |           |
|-------------|--------|--------|-----------|-----------|
| 10          | 9      | 1      | 90%       | 3.7/4     |
| Total tests | Passed | Failed | Pass rate | Avg score |

3.1 Test-by-Test Breakdown

| #  | Test Name                | Prompt                                                 | Status | Score |
|----|--------------------------|--------------------------------------------------------|--------|-------|
| 1  | Website quote request    | Hi, I need a quote for a website.                      | FAIL   | 1/4   |
| 2  | Pricing question         | Can you help me with pricing?                          | PASS   | 4/4   |
| 3  | Marketing site request   | I'm looking for a new marketing site for my business.  | PASS   | 4/4   |
| 4  | Small business question  | Do you work with small businesses?                     | PASS   | 4/4   |
| 5  | Unsure what to do        | I'm not sure what I need yet, can you help?            | PASS   | 4/4   |
| 6  | Restaurant scenario      | Can you build something like this for a restaurant?    | PASS   | 4/4   |
| 7  | Callback request         | I want someone to contact me tomorrow.                 | PASS   | 4/4   |
| 8  | Tailoring + confusion    | Bespoke Taylor's (with confusion + nudge)              | PASS   | 4/4   |
| 9  | Accountancy + privacy    | Accountancy firm + "Is my information saved securely?" | PASS   | 4/4   |
| 10 | Private clinic + handoff | Private Clinic + "Can I speak to a human?"             | PASS   | 4/4   |

3.2 Fail Case Analysis

**Test:** "Hi, I need a quote for a website."

**Issue:** Fredi deflected, saying it was not the website team instead of capturing the lead.

**Root cause:** It misread the user as someone building websites for others, rather than a business owner needing lead capture.

**Fix applied:** System prompt updated so Fredi clarifies intent and captures contact details regardless of how the request is phrased.

4. Key Findings

| Strength                 | Evidence                                                                  |
|--------------------------|---------------------------------------------------------------------------|
| Qualifies pain points    | Consistently asked about missed leads, enquiries, and business type.      |
| Captures contact details | Name, phone, email, and callback time logged in all passes.               |
| Handles uncertainty      | Responded to "I'm not sure what I need" with helpful discovery questions. |
| Manages confusion        | Recovered from vague inputs and nudges without losing the thread.         |
| Human handoff            | Immediately offered Joash when a human was requested.                     |
| Privacy handling         | Explained data use clearly and accurately.                                |

|                    |                                                       |
|--------------------|-------------------------------------------------------|
| Sector flexibility | Performed consistently across 9 different industries. |
|--------------------|-------------------------------------------------------|

## 5. Business Impact

### ROI Example — Plumbing Business

| Input                | Example Value                                                 |
|----------------------|---------------------------------------------------------------|
| Lost quotes per week | 5–10                                                          |
| Monthly lost leads   | 20–40                                                         |
| Average job value    | £500–£1,000                                                   |
| Monthly lost revenue | £10,000–£40,000                                               |
| Fredi Capture+ cost  | £697/month + £299 one-off setup                               |
| Break-even           | Potentially first week, depending on job value and close rate |

Note: The ROI example is illustrative. Actual revenue impact depends on lead volume, close rate, job value, and fulfilment capacity.

## 6. Conclusion

Fredi is reliable for business owners across industries, with a **90% pass rate** and consistent performance in qualifying leads, capturing contact details, and handling edge cases such as uncertainty, confusion, human handoff, and privacy questions.

The single failure was a fixable website-quote edge case — the system prompt has been updated to capture contact details before deflecting or narrowing scope. Fredi is ready for production across small businesses and agencies.

## One-Page Client Summary

AI Lead Capture Reliability Under Real-World Conditions

### What Fredi Does Well

- ✓ Understands your business and the pain of lost leads.
- ✓ Captures name, phone, email, and callback time.
- ✓ Works even when the user is unsure what they need.
- ✓ Recovers from vague inputs and nudges.
- ✓ Offers Joash when someone asks to speak to a human.
- ✓ Explains data protection clearly.
- ✓ Consistent across 9 different industries.

### Results at a Glance

90%

Pass rate across 10 real scenarios

3.7/4

Average score per test

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