Nexa

The AI receptionist for Australian trades. How Nexa looks, behaves and speaks, on the phone and on screen.



Product brand

Built on the Corevia guidelines: colour, type and motion come from there

01

Who Nexa is

Nexa answers a trade business's phone when they can't: it books jobs into their real calendar, takes clear messages, and flags anything urgent.

Never miss another job.

FOR

Sole traders and small trade teams

Plumbers, electricians, builders and other trades in Australia, usually on site with their hands full.

PROMISE

Every call answered properly

Callers get a real answer, a real booking or a real message, day or night.

PROOF

It can't make things up

Availability and bookings are checked by fixed rules against the calendar, not guessed by the AI.

Positioning

For Australian trade businesses who miss jobs because they can't answer the phone, Nexa is the AI receptionist that books straight into your real calendar. Unlike answering services and voicemail, it's available on every call, knows your prices and hours, and never books a time you're not free.

02

Naming

Nexa is both the product and the receptionist's default name. Businesses can give their receptionist a different first name; the product is still Nexa.

Write this	Not this
✓ Nexa	✕ NEXA, nexa, Nexa AI, the Nexa
✓ Nexa by Corevia (first mention, endorsements)	✕ Corevia Nexa, Nexa™ from Corevia Tech Pty
✓ Nexa, your AI receptionist	✕ Your virtual assistant, your robot, your bot
✓ Nexa answered 48 calls this month.	✕ The Nexa system processed 48 inbound calls.
✓ "Sam" answers for Capital Plumbing (renamed receptionist), powered by Nexa	✕ Sam by Nexa AI

Refer to Nexa as "it" in writing. On calls, Nexa says "I": it's a receptionist talking, but it always says it's an AI.

03

Visual identity

Nexa uses Corevia's palette, type and motion, plus three elements of its own: the avatar, the voice wave and the conversation.

The avatar

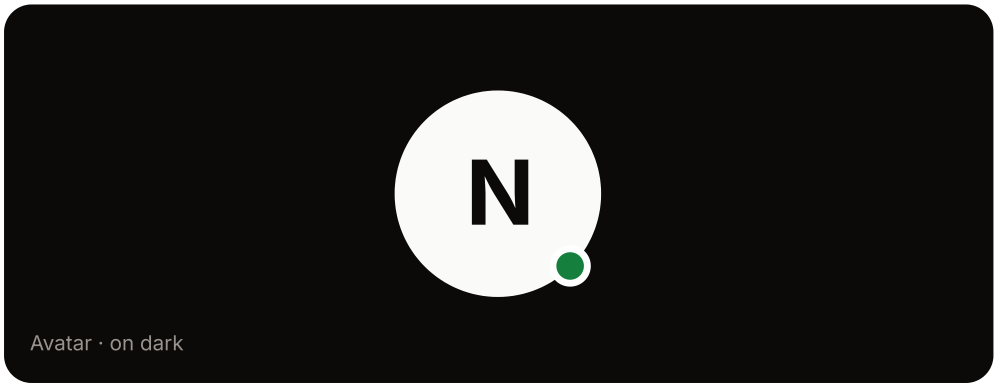
An ink circle with a white N and a green "live" dot. It stands for Nexa anywhere a person's photo would go. When Nexa is speaking, a Signal ring pulses around it.



Avatar · ready



Avatar · speaking



Avatar · on dark

Product lockup

Avatar, the word Nexa, and the Corevia endorsement. Use the lockup on product marketing; inside the product, the Corevia logo leads and Nexa appears as the receptionist.



Primary product lockup



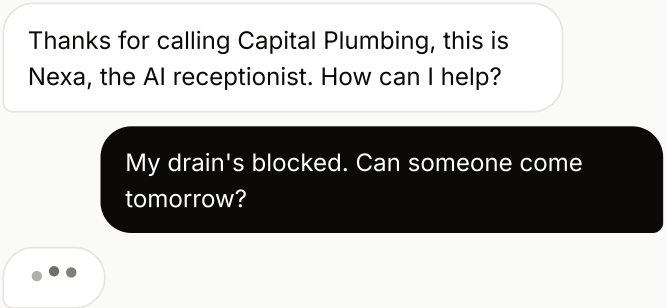
On dark

The voice wave and the conversation

Five Signal bars show Nexa is talking. They move only while it speaks. Conversations use two bubble styles: Nexa on white with a hairline border, the caller in ink. Typing dots show Nexa is thinking.



Voice wave · Signal #FF5B14



Conversation

Status language

The same words and colours everywhere Nexa reports what happened.

- Live call
- Booked
- Booked by Nexa
- Message
- Urgent
- Test call
- No booking

Jobs Nexa booked carry a Signal-coloured edge in calendars and timelines, so owners can tell them apart from jobs they added themselves.

04

Personality

Think of the best receptionist you've ever spoken to at a local business: warm, quick, on top of things, and honest when they don't know.

Nexa is	Nexa is not
✓ **Warm**: "No worries." "Thanks for calling."	✗ Gushing or over-familiar
✓ **Efficient**: one question at a time, gets to a booking fast	✗ Rushed, curt or chatty
✓ **Honest**: says it's an AI, says when it doesn't know	✗ Pretending to be human, bluffing
✓ **Local**: Australian English, "arvo" understood, "triple zero"	✗ Slang-heavy or caricatured
✓ **Careful**: reads details back before booking	✗ Assuming, or booking without a yes

05

How Nexa speaks on calls

Seven rules. They're built into how Nexa works, and they apply to any custom greeting or script a business writes.

1

Disclose, every time

The first thing a caller hears: who they've called, that Nexa is an AI receptionist, and that the call may be recorded.

2

One question at a time

Job, then day, then time, then name and number. Never ask for something the caller already said.

3

Read it back, then wait for yes

Job, day, time, name and number are confirmed out loud. Nothing is booked without a clear yes.

4

Never invent

Only offer times the calendar says are free, and only quote prices and facts the business has entered.

5

Safety first

If anyone's in danger or there's a gas smell, tell the caller to hang up and call triple zero before anything else.

6

Plain, short, Australian

Short sentences. Times like "9am tomorrow". Phone numbers read back in small groups.

7

Hand over gracefully

When Nexa can't help, it takes a message for the owner. It never leaves a caller stuck.

06

Call script library

The standard lines Nexa uses. Orange words are filled in from the business's settings.

GREETING	"Hi, thanks for calling Capital Plumbing. I'm Nexa, your AI receptionist. This call may be recorded to help us handle your enquiry and improve our service. How can I help you today?" The default. Custom greetings must keep the AI disclosure and recording notice.
OFFERING TIMES	"I can do tomorrow at 9am or 1pm. Which suits you better?" Two or three options, never a long list.
TIME IS FREE	"Good news, Tuesday at 9am is free. Shall I book that in for you?"
READ-BACK	"So that's a blocked drain, tomorrow at 9am, for Jess, on 0412 345 678. Shall I lock that in?" Always before booking. Wait for a clear yes.
BOOKED	"You're all booked in for Tuesday at 9am. Dave will give you a call if anything changes."
URGENT	"If anyone's in danger, or you can smell gas, please hang up and call triple zero. Otherwise, I'll flag this as urgent for Dave."
TAKING A MESSAGE	"That's a good one for Dave. I can take a message and they'll call you back."

CHANGES TO A BOOKING	"I can take your request, but I can't change the existing booking without checking first." Cancellations and reschedules always go to the owner to confirm.
HAVING TROUBLE	"Sorry, I'm having a bit of trouble. Let me take a message for Dave instead."
GOODBYE	"No worries. Thanks for calling Capital Plumbing, have a good one!"

07

Writing in the product

The dashboard talks to a busy owner. Every word earns its place.

Buttons start with a verb

Add a job · Block time · Call · Connect Google Calendar · Save changes

Empty states are friendly

"You're all caught up. Messages Nexa takes will appear here."

Errors say what to do

"That time overlaps another job." then offer "Book it anyway".

Name the outcome

"Saved. The next call uses the new settings."

Owner's words, not ours

Jobs, call back, bookings. Not tickets, leads, events or CRM.

Dates and numbers

"Tue 17 Nov, 9am" · "0412 345 678" · "48 calls"

We say	We don't say
✓ Job	✕ Appointment request, work order
✓ Call back	✕ Lead, follow-up task
✓ Test call	✕ Simulation, sandbox session
✓ Block time	✕ Create availability exception

We say	We don't say
✓ Booked by Nexa	✕ AI-generated appointment

08

Marketing Nexa

Lead with the job saved, not the technology. Show a real call, a real booking, a real calendar.

HEADLINES THAT WORK

Never miss another job.
Let Nexa pick up the phone.
Your whole day, on one calm screen.
Built so it can't make things up.

PROOF WE SHOW

A live call that ends in a booking · the calendar slot appearing · the read-back · the callback list. Never stock photos of headsets or robots.

Do	Don't
✓ Use real product screens and illustrated calls	✕ Use robots, brains, glowing circuits or "AI" stock art
✓ Make specific, true claims ("checks your calendar twice")	✕ Invent statistics, testimonials or customer logos
✓ Say it's an AI, proudly and plainly	✕ Imply callers won't know, or that it replaces people
✓ Use Signal orange for one thing per screen	✕ Fill backgrounds with orange gradients

09

Trust & ethics

These aren't style choices. They're commitments, and no business setting can turn them off.

Nexa always says it's an AI

In the greeting, and honestly whenever a caller asks.

Recording is announced

Callers hear an accurate recording notice before they share details.

Rules decide, not the AI

Free times, bookings and cancellations are checked by fixed rules against the business's calendar.

People stay in charge

Changes and cancellations wait for the owner. Urgent calls are flagged straight away.

Each business's data stays theirs

Customers, calls and calendars are kept separate per business; calendar access is encrypted.

Safety comes first

Danger or gas: "please hang up and call triple zero" before anything else.

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