

ARIA SDR

Enterprise AI Sales Development Platform

Product Guide & Customer Documentation

Website engagement • AI voice & text • lead qualification • follow-up • calendar booking • customer portal

What ARIA SDR does

ARIA SDR turns inbound website traffic into qualified sales conversations and booked meetings while keeping customer-specific knowledge, branding, email, calendar, conversations, leads and usage inside a dedicated portal.

ariasdr.com

1. Platform overview

ARIA SDR is a multi-tenant AI sales platform designed for businesses that want an always-available website sales development experience without losing control of qualification, follow-up, meeting scheduling, branding, knowledge, or customer data.

- AI website conversations by text and voice
- Live avatar experience with real-time transcript and interruption support
- Business-email qualification and lead capture
- Immediate branded follow-up email from a connected business mailbox
- Real Google Calendar availability and meeting booking
- Website leads, conversations and meeting history
- Customer-controlled chatbot branding, icons, labels and avatar
- Usage metering and commercial plan controls
- Stripe subscription checkout and billing portal access
- Super Admin customer, plan and website-content management

Commercial access rule

A customer receives client-portal access only after a paid Stripe subscription has been confirmed. If there is no active or trialing paid subscription, protected dashboard and portal routes remain locked.

2. Customer journey

Stage	What happens	System of record
Discover	Visitor lands on ariasdr.com, reviews platform, pricing, security, documentation and demo.	Marketing website
Buy	Visitor selects a public plan and completes hosted Stripe Checkout.	Stripe + ARIA checkout intent
Provision	Signed Stripe webhook confirms payment, creates workspace, assigns plan, creates customer admin and sends invite.	ARIA backend
Onboard	Customer sets password and enters the portal.	Supabase Auth + customer portal
Launch	Customer configures agent, knowledge, voice/avatar, calendar, email and branding, then embeds the widget.	ARIA portal
Operate	ARIA captures leads, follows up, books meetings and stores conversation history.	ARIA data layer

3. AI agent setup

Each customer workspace has its own AI agent configuration. Recommended setup order:

- Set the agent name and first message.
- Add a system prompt with qualification and conversation rules.
- Add approved company/product knowledge.
- Choose voice and live avatar settings.
- Configure business-email requirements and follow-up behavior.
- Connect Google Calendar and choose meeting hours, duration, buffer and lead time.
- Customize chatbot appearance and launcher behavior.
- Test the full conversation, follow-up and booking flow before publishing.

Conversation behavior

ARIA is designed to keep conversations concise and natural. The product supports immediate agent transcript display, microphone mute/unmute and interruption handling so the AI can stop when the visitor begins speaking and respond to the visitor's latest intent.

4. Lead capture and follow-up

Qualified website visitors can be captured as leads. When business-email policies are enabled, common personal/free email domains can be rejected so sales workflows focus on work identities. Follow-up is executed by the ARIA portal backend rather than depending on a conversational-provider tool.

No false success states

ARIA should only state that an email was sent or a meeting was booked after the portal backend confirms the action succeeded.

5. Calendar booking

The customer connects Google Calendar through the portal. ARIA can then search actual free/busy data and return real available slots.

- Customer-configurable booking lead time in hours
- Customer-configurable meeting duration
- Business hours and scheduling window
- Meeting buffers
- First real available slots returned to the conversation
- Exact selected slot used for booking
- Meeting confirmed only after Google Calendar succeeds

6. Website chatbot and branding

The website chatbot can be tailored to each customer brand without changing the underlying ARIA product identity in the customer portal.

- Dynamic colors and launcher appearance
- Desktop and mobile open/collapsed defaults
- Dynamic start and end conversation labels
- Searchable icon library
- Agent/avatar preview
- Text input, send control and microphone control
- Attachment/image support where enabled
- Live transcript and meeting-slot controls

7. Plans, billing and portal access

Public pricing plans are database-driven. Super Admin controls which plans appear on the website, their public copy, pricing, limits, features, featured state and Stripe mapping. Website pricing reads the active public plan catalog directly, so plan updates do not require hard-coded marketing-page edits.

Super Admin control	Purpose
Public/hidden	Choose whether the plan is displayed on ariasdr.com.
Monthly/annual price	Control public commercial pricing.
Usage limits	Set conversation, avatar, email, meeting and webhook allowances.
Stripe sync	Create/update Stripe Product mapping and fresh recurring Price IDs.
Featured plan	Highlight the preferred website plan.
Customer assignment	View and manage customer plan state from Super Admin.

Paid access enforcement

Dashboard and /portal routes require an active or trialing organization plan with a Stripe subscription ID. A website visitor who has not completed payment does not receive customer-panel access.

8. Subscription lifecycle

- Checkout starts from a website plan.
- Card data is handled by Stripe-hosted Checkout.
- ARIA verifies the Stripe webhook signature before accepting the event.
- Successful checkout provisions the organization and assigns the purchased plan.
- A secure customer-admin invite is generated and emailed.
- Customer can use Stripe Billing Portal from Usage & Plan when billing is connected.
- Cancelled/past-due subscription states are reflected in portal access rules.

9. Super Admin operations

- Create and manage customers
- Change customer admin email
- Permanently delete a customer with explicit confirmation
- Edit commercial plans and Stripe mapping
- Review customer usage
- Review inbound demo requests
- Publish verified partner/customer logos
- Publish verified customer testimonials
- Manage avatar catalog and integrations

Marketing proof is intentionally controlled from Super Admin. ARIA does not ship fake customer testimonials or pretend vendor relationships are formal partnerships. Publish only approved logos, customer names and quotes.

10. Marketing website

The public website includes enterprise positioning, platform capabilities, pricing, security, documentation, demo booking, contact forms, product demo video placement, customer/partner logo areas and testimonial sections. Logo and testimonial sections render from Super Admin content once verified entries are published.

- Home
- Platform / Features
- Pricing
- Security
- Documentation
- Book a Demo
- Contact Us
- Checkout
- Customer Login

11. Deployment checklist

- Point ariasdr.com to the deployed Next.js application.
- Set NEXT_PUBLIC_APP_URL=https://ariasdr.com.
- Run all Supabase migrations through the latest included migration.
- Configure Stripe secret key and webhook signing secret.
- Register /api/billing/stripe/webhook in Stripe.
- Sync public plans from Super Admin after final pricing is approved.
- Set the Calendly URL if using the embedded demo calendar.
- Set NEXT_PUBLIC_DEMO_VIDEO_URL after the recorded product video is hosted.
- Keep SMTP, Supabase, Google Calendar, LiveAvatar/voice and other server keys configured.
- Test paid checkout using Stripe test mode before switching to live mode.
- Verify an unpaid account cannot access /dashboard or /portal.
- Verify paid checkout creates workspace, invite and correct plan.
- Publish only approved partner/customer logos and verified testimonials.

12. Key environment variables

Variable	Purpose
NEXT_PUBLIC_APP_URL	Production base URL, normally https://ariasdr.com
STRIPE_SECRET_KEY	Stripe server API key
STRIPE_WEBHOOK_SECRET	Stripe webhook signature verification secret
NEXT_PUBLIC_CALENDLY_URL	Optional embedded demo-booking calendar
NEXT_PUBLIC_DEMO_VIDEO_URL	Optional recorded product demo video URL
SMTP_*	Account invitations and password-reset email delivery
Supabase variables	Authentication, database and service-role access
Google/OAuth variables	Customer calendar and mailbox connections

Support and next steps

For a live product walkthrough, visit ariasdr.com/demo. For implementation questions, use the Contact page or the ARIA website chatbot. This document can be downloaded from the ARIA SDR Documentation page.