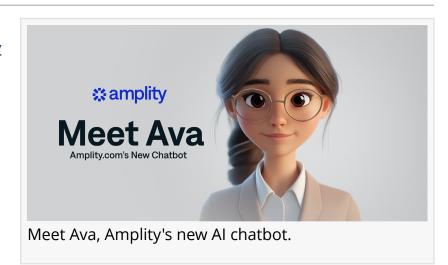


## Amplity Unveils Ava: New AI Chatbot Enhancing Web UX

LANGHORNE, PA, UNITED STATES, May 28, 2025 /EINPresswire.com/ -- Amplity proudly announces the launch of Ava, an Al-powered chatbot designed to deliver faster, more personalized digital experiences on Amplity.com.

Ava—short for Al Virtual
Assistant—was named through an
employee contest, with several team
members independently submitting
the winning suggestion. Chosen for its



simplicity, memorability, and alignment with Amplity's dynamic new brand, the name reflects the company's focus on clarity, innovation, and life sciences.

"The launch of Ava reinforces Amplity's commitment to innovation and delivering a quicker,



The launch of Ava reinforces Amplity's commitment to innovation and delivering a quicker, better, nicer customer experience."

Chris Baker, Amplity CEO

better, nicer customer experience," said Chris Baker, CEO of Amplity. "Whether it's contract sales teams, medical science liaisons, learning journeys, or market insights from AnswerY™—our proprietary AI- and NLP-powered platform—Amplity's DNA blends best in class, high-touch talent with advanced technology to improve patient outcomes."

Developed in collaboration with <u>ThoughtMinds</u>, known for

their expertise in conversational AI, Ava seamlessly integrates advanced conversational capabilities with system functionality. The chatbot reflects Amplity's reimagined brand voice, serves a range of audiences, and adheres to healthcare communication standards.

Ask Ava any question about Amplity's services at amplity.com and experience:

- Real-time assistance and guidance
- Navigation to relevant company information and thought leadership
- 24/7 availability and responsiveness
- Enhanced customer satisfaction and engagement

Increased efficiency through intelligent automation

Say hello to Ava.

**About Amplity** 

Pharma At Its Best: Quicker. Better. Nicer

We are your full-service go-to partners delivering both flexible and specialized medical and commercial services. No matter where you are in the lifecycle of your drug, we scale with ease to maximize resources and improve impact. Our people-driven, tech-enabled DNA fuels everything we do. <a href="https://www.amplity.com">www.amplity.com</a>.

To contact Amplity's Marketing and PR team, please email media@amplity.com

Janet Peters Hughes Amplity +1 312-953-5094 marketing@amplity.com

This press release can be viewed online at: https://www.einpresswire.com/article/810726910 EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.