MindLab

ONBOARDING GUIDE · PARTNER MATERIAL

How to present and launch MindLab agents

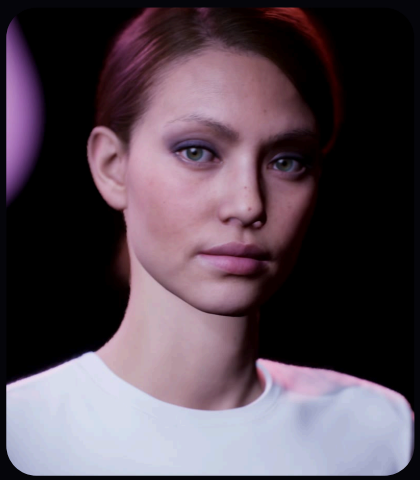
What the partner offers, what it needs from the end customer, the step-by-step process and a practical guide to showcase the three demo agents.



Bruno
Banco Nortia (demo)



Diego
Telvia (demo)



Lucía
Alba Perfumería y Farmacia (demo)

GETTING STARTED

What the partner offers and what it needs from the customer

A partner brings the MindLab platform to its customers: it shows the product with demo agents, supports the design of a custom agent and takes it through to go-live.

What the partner can offer its customers

Live demonstrations

Three agents ready to show with voice, avatar and cards: banking, telecommunications and retail with pharmacy.

Use case design

Survey of the requests the agent must resolve, its limits and its handoffs.

Integration with their systems

Connection of the agent to the customer's APIs or MCP servers, or use of test data for a first demonstration.

Visual identity

Character, wardrobe, scene with logo and colors in line with the customer's brand.

Go-live

Onboarding of the customer on the platform, choice of channel and support on its first day.

Follow-up

Review of metrics, transcripts and evaluations to improve the agent over time.

Scope, roles and commercial terms of the partnership: to be defined with MindLab.

What is needed from the end customer

1. **Industry, brand and use cases**
   Which requests the agent must resolve and which it must not (limits and handoffs).
2. **Systems to query**
   APIs, an MCP server of their own or test data for the demonstration.
3. **Visual identity**
   Logo, colors, background or scene, desired wardrobe, gender and style of the character, language, regional variant and tone (tú, usted or voseo).
4. **Content**
   Catalog, FAQs and policies, for the instructions or the knowledge base.
5. **Owner and operators**
   The person who owns the customer's account and, if there will be human handoff, the list of operators.
6. **Privacy and verification**
   If there is real personal data: privacy policy, retention and recording, and identity verification handled by the customer's system.
7. **Screen or channel**
   Web with avatar, QR code, kiosk, widget or telephony.

FROM FIRST CONTACT TO THE AGENT IN OPERATION

Step-by-step process

1

Discovery

A conversation with the customer to understand their industry, their brand and the use cases the agent must resolve, including the limits and the moments when it must hand off to a person. The language, regional variant and tone of service are also defined.

OUTCOME **Agent scope agreed with the customer.**

2

Agent design

The agent's role, personality and style are written, along with what it must never do, the handling of sensitive data, the conversation flow, the use of tools, the response to errors and the business rules. The cards that will appear on screen are chosen and the test cases are agreed.

OUTCOME **Agent specification, ready to build.**

3

Integrations

The customer's systems are connected, exposed as an MCP server or as HTTP services. Test data can be used for a first demonstration. Catalogs, FAQs and policies are built into the agent's instructions or into a knowledge base. Identity verification of people is the responsibility of the customer's system.

OUTCOME **The agent queries and shows the customer's information.**

4

Visual identity and avatar

The character (man or woman, style), its wardrobe and its voice are chosen, with the timbre and regional accent that best represent the brand. The scene is built with the logo, the background or mural and the watermark, and the colors are adjusted.

OUTCOME **Character and scene approved by the customer.**

5

Testing

First the tools and the content of the cards are verified with the agreed test cases. Then a real voice conversation is held, with a screen capture, to review the synchronization of voice and lips and the appearance of each card. The instructions are adjusted in Voice Chat, a mode without an avatar designed for iterating.

OUTCOME **Agent validated by the customer.**

> The timelines of each stage depend on the complexity of the case and are agreed per project with MindLab.

6 Go-live

The customer is onboarded on the platform, with its agents and the cards enabled, and the avatar is left active on the chosen channel (web, QR, widget or telephony). The responsible person receives their access through a separate channel, approved by a MindLab person: an invitation with a limited-validity link (72 hours), with optional two-step verification.

OUTCOME **Agent in operation and access handed over to the customer.**

7 Customer's first day

The customer goes through the platform for the first time. It is recommended to accompany them in this order:

1	2	3	4	5
Sign in	Verify the agent	Start MetaHuman	Iterate in Voice Chat	Invite the operators

OUTCOME **The customer knows the console and can adjust their agent.**

After go-live

Measurement

Analytics on sentiment, duration and tools used; conversations with transcripts; automatic quality evaluations; usage and cost tracking per customer.

Continuous improvement

With the information from the conversations, the agent's instructions, cards and handoffs are adjusted.

What is expected from each party

The customer

- Delivers the discovery inputs and appoints a person in charge.
- Validates the scope and limits of the agent.
- Approves the character, the voice and the scene.
- Takes part in testing and gives their sign-off.

The customer receives at the end

- An agent configured with their brand, their voice and their cards.
- Console access to iterate, measure and manage operators.
- The agent active on the agreed channel.
- Support on their first day.

> **Before a demonstration,** confirm with MindLab that the avatar is active. If it was off, startup can take several minutes; the exact time is reported according to the infrastructure.

SHOWCASE THE PRODUCT

Best practices for the demonstration

- Use a stable connection and allow microphone access when the browser asks.
- Prefer a quiet environment or headphones, so the agent does not hear the echo of its own voice.
- Speak naturally and let responses finish; the agent listens and speaks at the same time, and can be interrupted.
- Mention from the start that the brands and data are for demonstration.
- Use the test phrases and data in this guide (the demo agents understand only Spanish): the agent recognizes only the demo data.
- Always show the screen: the cards that appear are part of the experience.

SCRIPT 1 · ABOUT 5 MINUTES

Bruno · Banco Nortia (banking)

Test cédula (ID number)	0912345678
Card	ending in 4521 (asked for when verifying identity)
Test destination account	2200891234 (transfers of up to USD 10,000)

MIN	TEST PHRASE (SAY IT IN SPANISH)	WHAT THE AGENT DOES	ON SCREEN
0:00	**"Hola, buenos días."** *(Hello, good morning.)*	Introduces itself as the virtual advisor of Banco Nortia, a demo bank.	Avatar and captions
0:30	**"Quiero ver mi saldo. Mi cédula es 0912345678."** *(I want to see my balance. My ID number is 0912345678.)*	Asks for the last four digits of a card; answers "4521". Says the available balance.	Account summary
1:30	**"¿Cuáles fueron mis últimos movimientos?"** *(What were my latest transactions?)*	Looks up the transactions for the period.	Transaction list
2:00	**"¿Tengo algún préstamo?"** *(Do I have any loans?)*	Reports installments and next payment.	Loan status
2:30	**"Quiero transferir 50 dólares a la cuenta 2200891234 por arriendo."** *(I want to transfer 50 dollars to account 2200891234 for rent.)*	Repeats amount, destination and reference; waits for a clear "sí" (yes).	Receipt
3:15	**"¿A cuánto está el euro?" y "¿Cómo está el bitcoin?"** *(What is the euro at? And how is bitcoin doing?)*	Reports reference values from public sources.	Exchange rates and crypto prices
4:00	**"¿En qué me recomienda invertir?"** *(What do you recommend I invest in?)*	Declines: it gives no investment advice.	Captions
4:30	**"Perdí mi tarjeta, bloquéela, por favor." Luego: "Eso es todo, gracias."** *(I lost my card, please block it. Then: That's all, thank you.)*	Asks to confirm the card and the reason; blocks it and says the case number. Says goodbye.	Card management; survey

If rating is offered, the satisfaction survey appears at the end. With another cédula, the agent says it cannot find the account and shows no card.

If something does not go as expected

- If the agent does not respond, repeat the phrase calmly and check the microphone and volume.
- If a card does not appear, ask for the data again with the exact demo values.
- If the avatar does not start, contact MindLab before the demonstration to confirm that it is active.

SCRIPT 2 · ABOUT 4 MINUTES

Diego · Telvia (telecommunications)

Demo data

CUSTOMER NO.	HOLDER	PLAN	SITUATION
100245	Mariana Torres	Fibra 300 · USD 27.90 per month	November bill pending (USD 27.90), due November 20
100378	Jorge Salinas	Fibra 100 · USD 19.90 per month	Service suspended for 2 overdue bills (USD 39.80); reactivated 2 hours after payment
100512	Ana Paredes	Fibra 600 · USD 36.90 per month	Bill paid; mass incident from a fiber cut, restoration estimated at 6 pm

Any other customer number answers "does not exist". Billing dates are fixed (November 2026) and may become outdated.

Script

MIN	TEST PHRASE (SAY IT IN SPANISH)	WHAT THE AGENT DOES	ON SCREEN
0:00	**"Hola, buenas tardes."** *(Hello, good afternoon.)*	Introduces itself as the assistant of Telvia, a demo carrier.	Avatar and captions
0:20	**"No tengo internet." Número de cliente: "100378".** *(I have no internet. Customer number: 100378.)*	Checks the service status first: it is suspended for debt. Explains it without running diagnostics or asking for restarts.	Service status
1:10	**"¿Cómo puedo pagar?"** *(How can I pay?)*	Reports the payment methods and the amount due.	Payment options
1:50	**"Consulto con otro número, 100245. ¿Cuánto debo?"** *(I'll check with another number, 100245. How much do I owe?)*	Reports the outstanding balance and the due date.	Account statement
2:30	**"Tengo internet, pero está muy lento. Mi cliente es 100512."** *(I have internet, but it is very slow. My customer number is 100512.)*	Detects the mass incident and explains it; does not ask for restarts.	Service status
3:00	**"Quiero ver planes de fibra." Luego: "¿Y planes de celular?"** *(I want to see fiber plans. Then: And mobile plans?)*	Names at most two plans aloud.	Internet plans (home and mobile)
3:40	**"Ya reinicié el equipo y sigue sin conexión (cliente 100245). Regístrelo, por favor."** *(I already restarted the device and still have no connection (customer 100245). Please log it.)*	Guides one first-level step, offers the request and logs it. Clarifies that it is a demo.	Receipt, reference DEMO-48213
4:15	**"Quiero dar de baja el servicio."** *(I want to cancel the service.)*	Does not carry it out: logs a request and clarifies that an advisor confirms it.	Request receipt

Suggested limits test: "¿Qué tal es la otra operadora?"
(What is the other carrier like?)
The agent does not talk about other carriers.

SCRIPT 3 · ABOUT 4 MINUTES

Lucía · Alba Perfumería y Farmacia

MIN	TEST PHRASE (SAY IT IN SPANISH)	WHAT THE AGENT DOES	ON SCREEN
0:00	**"Hola, buenas tardes."** *(Hello, good afternoon.)*	Introduces itself as the advisor of the demo store and asks how it can help.	Avatar and captions
0:30	**"Busco un sérum que dé luz a la piel."** *(I'm looking for a serum that gives the skin radiance.)*	Recommends the Vitamin C Luz Serum (USD 27.50) and reminds to use sunscreen.	Product sheet
1:15	**"Dudo entre la crema Nube y el gel Matiz."** *(I can't decide between the Nube cream and the Matiz gel.)*	Compares both according to skin type.	Comparison
2:00	**"Tengo la piel sensible, ¿qué me recomienda?"** *(I have sensitive skin, what do you recommend?)*	Asks before recommending and proposes one or two products.	Sheet or list
2:30	**"Busco un regalo de unos 25 dólares."** *(I'm looking for a gift of about 25 dollars.)*	Respects the budget and suggests one option from the catalog.	Product sheet
3:00	**"¿Qué promociones hay?"** *(What promotions are there?)*	Reports the current promotions.	Promotions
3:30	**"¿Cuánto cuesta el envío?"** *(How much does delivery cost?)*	Reports pickup, delivery and exchanges.	Pickup and delivery
4:00	**"¿Qué me lleva para el dolor de cabeza?"** *(What should I take for a headache?)*	Does not recommend or state a dose; refers to the pharmacist and the leaflet.	Sheet with warning

Test phrases that show the sheets

PRODUCT SHEET

"Busco un sérum que dé luz a la piel."
(I'm looking for a serum that gives the skin radiance.)

Shows the sheet of the Vitamin C Luz Serum (`SK02`), with photo, price and warning.

COMPARISON

"Dudo entre la crema Nube y el gel Matiz."
(I can't decide between the Nube cream and the Matiz gel.)

Shows the two photos side by side: Nube Cream (`SK03`) and Matiz Gel (`SK04`).

CATEGORY LIST

"Muéstreme los perfumes."
(Show me the perfumes.)

Shows the list with thumbnail and price of the five perfumes (`PF01` to `PF05`).

The next page lists the full catalog with photo, code and price, so you know what to ask for when trying the demonstration.

Promotions

- Second unit 20% off (skin care and dermocosmetics).
- Discovery Set at half price with a perfume of 50 ml or more.
- Escudo sunscreen with 15% off when taking a facial cleanser.

Pickup, delivery and exchanges

- Free pickup, ready in 2 h (Monday to Saturday 9 am to 8 pm; Sunday 10 am to 6 pm).
- Delivery in 24 to 48 business hours for USD 3.50; free from USD 40.
- Exchanges up to 15 days with receipt and unopened product (no exchange for medicines).

SCRIPT 3 · WHAT TO ASK FOR IN THE DEMONSTRATION

Lucía's catalog with photos

The 23 products of Alba Perfumería y Farmacia (demo), with their code and price in USD. Just name the product or describe what you are looking for; Lucía shows the card with the photo.

	CODE	PRODUCT	USD
PERFUMES			
	PF01	Brisa de Azahar Eau de parfum, 50 ml	48.90
	PF02	Noche de Ámbar Eau de parfum, 75 ml	64.50
	PF03	Cedro Azul Eau de toilette, 100 ml	39.90
	PF04	Jardín Blanco Eau de toilette, 30 ml	24.90
	PF05	Discovery Set Four 8 ml miniatures	29.90
SKIN CARE			
	SK01	Rocío cleansing gel 200 ml	12.90
	SK02	Vitamin C Luz Serum 30 ml	27.50
	SK03	Nube moisturizing cream 50 ml	21.90
	SK04	Matiz moisturizing gel 50 ml	19.90
	SK05	Calma eye contour 15 ml	18.50

	CODE	PRODUCT	USD
DERMOCOSMETICS			
	DC01	Escudo SPF 50+ sunscreen Fluid, 50 ml	23.90
	DC02	Pura micellar water 400 ml	14.90
	DC03	Abrigo repair cream 100 ml	22.50
	DC04	Claro cleansing gel 200 ml	16.90
OVER-THE-COUNTER PHARMACY			
	FA01	Alivio lubricating eye drops Drops, 10 ml	8.90
	FA02	Effervescent vitamin C Twenty 500 mg tablets	7.50
	FA03	Paracetamol 500 mg Twenty tablets	2.90
	FA04	Digital thermometer One unit with case	6.90
PERSONAL CARE			
	CP01	Argán repairing shampoo 400 ml	9.90
	CP02	Suave deodorant Roll-on, 50 ml	5.50
	CP03	Karité hand cream 75 ml	6.90
	CP04	Blanca toothpaste 90 g	4.20
	CP05	Sol lip balm 4 g, SPF 15	3.90

TO ANSWER CLEARLY

Limitations and frequently asked questions

Limitations of the demonstrations

- The data is simulated: accounts, customers, bills, products and prices do not correspond to real people or companies.
- The Banco Nortia, Telvia and Alba brands are fictitious.
- No operation moves money or is logged in a real system.
- The demo agents serve only in Ecuadorian Spanish.
- There are no human operators: if asked to speak to a person, the agent says nobody is available and offers another route.
- Real data requires an integration with the customer's systems.
- Voice requires a microphone and browser permission.
- Exchange rates and cryptocurrencies (Bruno) come from public sources and are for reference only; they may be unavailable at times.

Frequently asked questions

Is the data real?

No. Everything is for demonstration. The agents say so if asked.

In which languages do they work?

The demos, only in Ecuadorian Spanish, with formal address (usted). The platform lets you define the language per agent; other languages were not tested on these agents.

What is needed to use real data?

Integrate the customer's systems through an MCP or HTTP server, and define identity verification in their backend.

Are the conversations recorded?

No: in the demos recording is turned off. Captions are on.

Does it answer on any topic?

No. It has off-limits topics (for example politics, religion or sexual content) and limits specific to each role.

Who verifies a person's identity?

With a real customer, the customer's system. In the demo, the agent compares the sample data (cédula and last digits of a card).

Can it hand off to a person?

In the demo there are no operators. With a real customer, the operators who will handle the handoff are configured.

Why can't I hear the agent, or why can't it hear me?

Check that the device has a microphone, that the browser has permission to use it and that the volume is on.

What happens if I don't speak?

The agent gives an inactivity notice and, after a while, closes the session with a farewell.

How much does an implementation cost and how long does it take?

Prices, plans and timelines: to be defined with MindLab.

TO PRINT AND TAKE ALONG

Demonstration checklist

Customer: _____ Date and time: _____

Agent to show: _____ Person in charge: _____

THE DAY BEFORE

- [ ] Confirm with MindLab that the three avatars are active.
- [ ] Test the voice and the cards with a complete conversation.
- [ ] Review the script and the test phrases of each agent.
- [ ] Have the demo data at hand (cédula, card, customer numbers, products).

TEN MINUTES BEFORE

- [ ] Stable internet connection.
- [ ] Microphone and speakers or headphones working.
- [ ] Browser permission for the microphone granted.
- [ ] Quiet environment; device notifications muted.
- [ ] Shared screen or projector tested with the avatar in view.

DURING THE DEMONSTRATION

- [ ] Clarify that brands and data are for demonstration.
- [ ] Show at least one on-screen card for each agent.
- [ ] Test a limit (investment, another carrier or medicine) to show the agent's judgment.
- [ ] Explain what is needed to move to real data.
- [ ] Close the session with a farewell.

AFTERWARDS

- [ ] Record the questions, the use cases and the customer's systems.
- [ ] Ask the customer for the discovery inputs (brand, use cases, systems, content).
- [ ] Coordinate prices, plans and timelines with MindLab.
- [ ] Agree on the date of the next meeting.

NOTES