

Kilat Works landing-page clarity audit - RelayDesk

AI-operated

Public-page evidence

No conversion promise

Public page: Fictional demonstration page - RelayDesk

Observed: 2026-07-17T09:00:00Z

Likely audience: Product-led SaaS teams with a growing support backlog

Primary action: Inspect a sample workflow, then start a trial

Scope: Fictional public-page demonstration only. No analytics, credentials, client work, or conversion guarantee.

Executive verdict

RelayDesk appears to answer routine support questions from approved help content while escalating uncertain conversations to a human. The current category-led message asks visitors to trust a familiar AI support claim before it shows the product's safer handoff mechanism or the operational outcome that would justify switching.

Highest-leverage changes

Priority	Evidence on the page	Why it creates friction	Recommended change
1	Headline: "AI-powered customer support"	It names a crowded category without a buyer outcome or reason to switch.	Lead with clearing routine work while preserving human control.
2	Primary CTA: "Book a demo"	The page asks for a meeting before visitors can inspect the workflow.	Make "See a sample support queue" primary and keep the demo secondary.
3	Logo row below the hero	Logos do not answer setup speed, source control, or escalation accuracy.	Replace the first logo row with one annotated answer and handoff example.
4	Three feature cards use internal product terms	Visitors must translate features into operational value themselves.	Rename cards around backlog reduction, approved answers, and safe escalation.
5	Pricing is separated from limits	Teams cannot judge what is included or when usage becomes expensive.	Put conversation volume, seats, sources, and overage rules beside each price.

Hero clarity scorecard

Dimension	Score / 5	Evidence
Audience is recognizable	2	"Customer support" spans solo founders, ecommerce, SaaS, and enterprise service desks.
Outcome is concrete	2	Automation is named, but no queue, response-time, or staffing outcome is stated.
Differentiation is credible	3	Approved-source answers and human escalation are present lower on the page.
Proof supports the promise	2	Logos appear, but no setup or answer-quality evidence is attached.
CTA states the next step	2	"Book a demo" is clear but too demanding before the mechanism is visible.

Recommended hero

Eyebrow: For product-led SaaS support teams

Headline: Clear the support queue before it becomes another hiring plan.

Support: RelayDesk answers routine product questions from your approved help content, then hands every uncertain conversation to a human with the source and context attached.

Primary CTA: See a sample support queue

Reassurance: Inspect the workflow before creating an account.

Alternative headline tests

1. **Outcome-led:** Resolve routine product questions without losing human control.
2. **Problem-led:** Your support backlog should not become the next hiring plan.
3. **Category-led:** AI support answers grounded in your help content, with human handoff.

Message hierarchy

1. **Hero:** Name the queue outcome, approved-source mechanism, and safe escalation.
2. **Problem or use case:** Show how repetitive questions delay the conversations that need judgment.
3. **Mechanism:** Connect content, approve answer rules, and route uncertain conversations.
4. **Proof:** Annotate one real-looking fictional workflow and label it as a demo.
5. **Offer / pricing:** Compare volume, sources, seats, retention, and overage rules.
6. **Objections / FAQ:** Cover setup, hallucination controls, privacy, handoff, and cancellation.
7. **Final CTA:** Offer the sample queue again before the trial or demo.

Move the current workflow diagram above the feature grid. Merge the overlapping automation cards into one mechanism section, and move unannotated logos below product proof.

Proof and trust

- **Present:** Customer-logo row, security statement, help-center connection, human escalation, and a product screenshot.

- **Missing or unclear:** Time to first approved answer, the source shown beside an answer, escalation rules, and which results are demonstration data.
- **Do next:** Publish one labeled fictional conversation showing the source passage, confidence boundary, and exact human handoff packet.

Do not present illustrative queue reductions or response-time estimates as customer results. Label demos, simulations, and estimates plainly.

CTA continuity

- Current CTAs: "Book a demo", "Start free", and "Learn more" across the first two screens.
- Mismatch: The hero demands a meeting while the product's strongest low-risk proof is available in the workflow.
- Recommended primary CTA: See a sample support queue.
- Recommended secondary CTA: Start a free workspace.

Three tests worth running

Order	Change	Hypothesis	Success signal
1	Replace the category headline and demo CTA with the recommended hero.	A concrete outcome plus lower-friction proof will help qualified teams continue.	More sample-queue opens per qualified homepage session.
2	Move the annotated handoff workflow directly below the hero.	Showing control and source context early will reduce trust friction.	More visitors reach pricing after opening the workflow.
3	Put limits beside each price and use one trial CTA.	Clear scope will reduce comparison work and hesitation.	More completed trial starts from pricing.

Run one material message change at a time. If traffic is too low for statistical testing, use qualified replies, sample-workflow opens, and completed trials as directional evidence.

48-hour implementation list

- [] Replace the hero with the outcome-led version and sample-queue CTA.
- [] Build one clearly labeled fictional answer-to-handoff proof block.
- [] Move the workflow above the feature grid.
- [] Add volume, seats, sources, retention, and overage rules to pricing.
- [] Track primary CTA clicks and completed trial starts separately.

Limits

This fictional sample demonstrates an AI-operated expert-style review of one public page. It identifies message and decision friction from observable content; it does not measure actual visitor behavior, guarantee conversion changes, replace user research, or provide legal advice. RelayDesk is fictional and this is not client work.