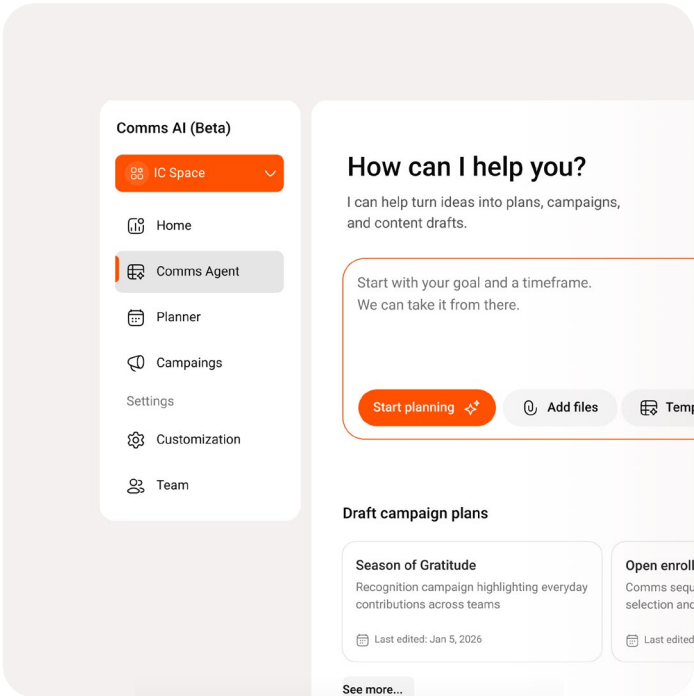


Comms AI vs General-purpose AI

The first intelligent workspace built for internal communications

Internal communication teams are under constant pressure to deliver more with fewer resources. Generic AI tools help with drafting, but they do not reduce the operational burden around planning, coordination, approvals, and delivery.

Comms AI is a purpose built communication workspace inside Simpplr. It brings intelligence directly into planning, approvals, and delivery so internal communicators can spend less time managing execution and more time creating clarity at scale.



Foundational difference

Built for writing vs built for communications

	GENERAL-PURPOSE AI	COMMS AI
What it is	AI chatbot for general-purpose queries and actions	Purpose built communication system
Unit of value	Individual draft or response	Communication or campaign
How it is used	Prompt based, session driven	Comms objective driven, persistent
Scope	Content generation	Planning, creation, coordination, delivery
Where intelligence lives	Inside a conversation or project	Embedded into communication workflows
Who it is for	Broad, cross functional use	Internal communications teams

How intelligence behaves

Context that resets vs context that carries forward

	GENERAL-PURPOSE AI	COMMS AI
Intelligence source	User prompts in the moment	Campaign intent, roles, and organizational context
Context memory	Temporary and session based	Persistent across the communication lifecycle
Voice awareness	Prompt instructed	Profile based and aligned to real senders
Continuity	Inferred from text	Maintains awareness of campaign goals and outcomes

Delivery and governance

Where communication becomes accountable work

	GENERAL-PURPOSE AI	COMMS AI
Distribution	Manual copy and handoff	Native publishing across channels (intranet, email, Slack, and Teams)
Channel control	No delivery context	Channel specific delivery by design
Approvals	Managed outside the tool	Built in, audit ready workflows
Access control	Tool level permissions	Role based permissions per workspace
Traceability	External and manual documentation required	Full traceability across drafts, approvals, delivery
Data privacy and security	Enterprise-grade encryption; data not used for model training	Same data protections plus contextual confinement within Simpplr's governed environment

Why communicators need more than general-purpose AI

Communication is accountable work

Communication teams need intelligence that persists across planning, approvals, and delivery, not just text generation.

Manual coordination does not scale

Spreadsheets, documents, and handoffs fragment execution as message volume increases.

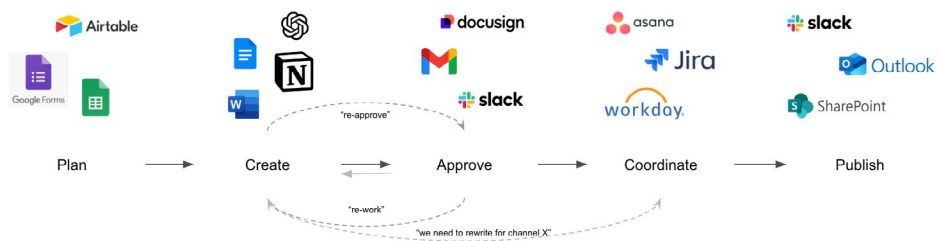
Governance must be built into the work

Controls added after drafting slow teams down. Governance embedded directly into the workflow protects quality without adding friction.

How execution breaks down without a system

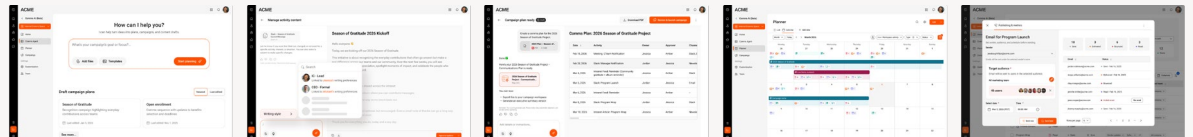
Fragmented workflow:

Write prompt → get draft → copy text → edit tone → paste into intranet → route approval by email → republish → track manually.



Connected workflow:

Ideate campaign → AI drafts in brand tone → route in-app approval → schedule multichannel delivery → view everything in one place.



About Simpplr

Simpplr is the AI-powered platform that unifies the digital workplace – bringing together engagement, enablement, and services to transform the employee experience. Learn more at simpplr.com.

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