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Lions Befrienders and Seasalt.ai Unveil NANA: The Hyper-Local AI Companion Redefining Eldercare in a Super-Aged Singapore

Breakthrough AI befriender speaks Singlish, Mandarin, Malay, Tamil, and Cantonese, seamlessly bridging the digital divide to tackle senior isolation at scale.

SINGAPORE – 30 April 2026 – As Singapore officially navigates the realities of a super-aged society, the need for scalable, high-touch community care has never been more urgent. Rising to this challenge, Lions Befrienders, in a strategic partnership with conversational AI leader Seasalt.ai, today unveiled “**NANA**” (Neighbourhood Assistant for Nurturing Ageing)—a highly enhanced, AI-powered voice agent engineered specifically for the local community.

Breaking away from generic digital assistants, NANA is a hyper-local breakthrough designed to speak the heartland's language. The AI seamlessly engages seniors in meaningful, natural conversations across all of Singapore's national languages—**English (Singlish), Mandarin, Malay, and Tamil**. Crucially, NANA also features robust Cantonese dialect support, ensuring that vulnerable seniors can communicate comfortably in the mother tongue that resonates most deeply with them.

More than just a voice on the line, NANA is a targeted intervention against social isolation. The system is highly customisable to match individual language preferences, conversational paces, and speaking styles, allowing seniors to feel heard, understood, and at ease.

Recently, **NANA was awarded in the 14th Eldercare Innovation Awards 2026 as the Winner of Ageing Asia Category 8: Technology – AI Solution by Operator**, announced during this year's Ageing Asia - World Ageing Festival 2026.

Beyond companionship, NANA acts as a powerful force multiplier for social workers. The AI is fully integrated into Lions Befrienders' care operations through **Caritahub**. This allows care staff to seamlessly incorporate NANA into their daily workflows, automating routine check-ins while allowing human teams to focus on complex, high-touch interventions and crisis management.

Based on NANA's initial infrastructure, built in 2023, we are able to open up other infrastructure for other LLMs (Large Language Model) including ones used by Agency for Science, Technology and Research (A*STAR).



“NANA is more than just technology—it is a companion that helps seniors feel understood and supported in their preferred languages,” said **Ms. Karen Wee, Executive Director of Lions Befrienders**. “By detecting early signs of distress and providing regular check-ins, NANA ensures that no senior falls through the gaps, enabling our care teams to respond quickly and provide timely support. This marks a new era where technology and human compassion work hand in hand to enhance eldercare.”

The development of NANA reflects a critical evolution in the social service sector—harnessing predictive, culturally responsive technology to support longevity and independent living among the next generation of seniors. Currently, NANA check-ins averages around 3 minutes and 20 seconds per interaction, and throughout the early run, Lions Befrienders have engaged over a thousand seniors.

“We are incredibly proud to partner with a trailblazer like Lions Befrienders, who are truly pioneering the future of community care in Singapore,” said **Mr Ting Shao Ho, Principal Business Development Manager at Seasalt.ai**. “Their visionary approach to integrating advanced conversational AI into daily care operations sets a new gold standard for the social service sector. By building NANA to understand the cultural nuances and dialects of Singapore, we are proving that technology can be profoundly human, and we applaud Lions Befrienders for leading this vital charge.”

By successfully combining state-of-the-art technology with deep-rooted community empathy, Lions Befrienders and Seasalt.ai are redefining how digital tools can strengthen human connection, ensuring that every senior is empowered to age with dignity and purpose. This is made possible through the support of National Council of Social Services (NCSS) and The Infocomm Media Development Authority (IMDA).

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About Lions Befrienders Service Association

Established in 1996, Lions Befrienders Service Association (Singapore) (LBSA) is a social service agency dedicated to providing holistic care and support to help seniors age healthily in place with community participation, enabling them to enjoy purposeful and meaningful lives. Through the active involvement of about 1,000 regular volunteers, LBSA engages close to 13,000 seniors via a spectrum of integrated eldercare services catering to their social, emotional, mental, physical and spiritual needs. LBSA currently operates 10 Active Ageing Centres, two Community Case Management Services regions (East & West), Home Personal Care (HPC) and enhanced Home Personal Care (HPC+) [Queenstown, Clementi & Tampines] services, as well as a Befriending arm that reaches out to socially isolated seniors.

About Seasalt.ai

Seasalt.ai is transforming the world of business communication by building natural, actionable AI conversations anywhere, on any channel. The company operates on the core philosophy that the future of work is AI-augmented, not AI-replaced, designing technology that empowers human potential and allows people to focus on what truly matters.

Seasalt.ai's comprehensive platform of AI-powered solutions includes: **SeaVoice**, an advanced voice AI for human-like inbound and outbound calls; **SeaChat**, an omnichannel customer service solution for messaging and web; **SeaX**, an outreach AI for sales and marketing engagement; and **SeaMeet**, an AI copilot for business meeting insights. This integrated suite enables organisations to seamlessly blend AI automation with human expertise, delivering exceptional service and driving growth through smarter, more meaningful communications.

