Sound familiar?

Where calls slip through the cracks today.

1

Hands busy, phone ringing

Mid-colour, mid-facial, mid-treatment. You can't answer, and new clients rarely leave a message.

2

The same questions all day

Prices, availability, parking, treatment times. Each one interrupts a client who is paying for your attention.

3

Evening and weekend demand

Clients think about booking in the evening, long after the salon has closed.

4

Gaps in the diary

Cancellations and changes cost money, and rearranging by phone takes time nobody has.

How Ava helps

Set up around the calls you actually get.

Appointment booking

Checks availability and books, moves or cancels appointments, linked to your diary where your booking system allows.

Treatment and price questions

Answers questions about treatments, prices, timings and patch test requirements from the information you give her.

New client enquiries

Captures what a new client is looking for, including consultation requests for aesthetic treatments, and passes it to you in full.

Your clients get your full attention, and the phone still gets answered with the warmth they'd get from you.

What a call sounds like

An example of Ava answering for a business like yours.

AVA
Hello, Willow Beauty Studio. You're speaking with Ava, the salon's AI assistant. How can I help?

CALLER
Hi, have you got anything for a cut and colour on Saturday?

AVA
Let me check. I have 10am or 2:30pm with Jess this Saturday. Would either suit?

CALLER
2:30 is perfect.

AVA
Lovely. As it's your first colour with us, you'll need a quick patch test 48 hours before. Shall I book that for Thursday?

Then you get an email: New client, cut and colour Saturday 2:30pm, patch test Thursday, contact details.

What you get

What changes when Ava answers your calls.

- **More bookings captured**
  Including evenings and weekends.
- **Fewer interruptions**
  Stay with the client in your chair.
- **Consistent answers**
  Prices and policies explained the same way.
- **A fuller diary**
  Changes and cancellations handled quickly.
- **A calm, friendly voice**
  That suits your brand.

24/7	Every call	240+	27
INCLUDING BANK HOLIDAYS	SUMMARISED BY EMAIL	NATURAL VOICES	LANGUAGES

Built the right way

Ava supports your team. She doesn't replace it.

Always transparent

Ava introduces herself as an AI assistant on every call, so callers always know who they're speaking to.

A person when it matters

Urgent, sensitive or complex calls are transferred to your team or flagged for an immediate call back.

Your data looked after

Set up to support UK GDPR. Your call data is never used to train generic AI models.

About bookings: Ava can book straight into Outlook calendars, and into many booking and practice systems on request. Where a direct link isn't possible, she captures every detail and emails it to you to confirm.

Getting started

Setup is handled directly by us, so Ava reflects how your business actually works.

1

A discovery call

We learn how you handle calls today: your services, your hours, and what counts as urgent.

2

We build and test

We set up Ava's greeting, knowledge and call rules, then make real test calls with you before she goes live.

3

Ava goes live

She answers when you can't, you get an email after every call, and we fine-tune her in the first few weeks.

Plans and pricing

Simple and transparent. Every plan includes custom setup, lead capture and an email summary after every call.

PLAN	MONTHLY PRICE	INCLUDED MINUTES
Starter	**£54.99** + VAT	100 minutes
Growth	**£79.99** + VAT	300 minutes
Pro	**£124.99** + VAT	600 minutes

Extra minutes are 25p per minute, billed monthly. Minimum term of 3 months, then rolling monthly, which gives Ava time to learn and settle in to your business. Higher-volume plans are available on request.

Included in every plan

- **Custom setup and testing**
- **Natural conversations**
- **Your greeting and call flow**
- **Lead capture and message routing**
- **An email summary after every call**
- **AI disclosure as standard**
- **GDPR-compliant setup**
- **24/7 availability**

WICOMMSVOICE

Already on WicommsVoice? Ava can run as an extension on your existing Xelion phone system, so you decide exactly which calls she answers and when. She also works alongside most other business phone systems.