When you can't pick up, what happens to that call?

For most small businesses, it's voicemail, or nothing at all. That's often enough for a caller to try someone else.

Without Ava

- Missed calls go to voicemail, and most callers don't leave a message
- Enquiries arrive half-captured, so every call back starts with questions
- The same routine questions interrupt your day
- Evenings and weekends mean an answerphone

With Ava

- Every call answered in your business name, day or night
- Every enquiry captured in full and emailed to you
- Routine questions answered from your own information
- Urgent calls put through to you or flagged straight away

What Ava does

Set up around how your business actually works.

Answers every call

Greets callers in your business name, introduces herself as an AI assistant, and has a natural conversation.

Captures every detail

Takes names, numbers and exactly what the caller needs, so you call back ready, not with questions.

Books appointments

Offers your free slots and books straight into your calendar, so the diary fills while you work.

Answers your FAQs

Handles questions about your services, prices, hours and location from the information you give her.

Gets urgent calls to you

Recognises what matters and puts the call through to you, or flags it for an immediate call back.

Emails you a summary

Sends a clear, structured summary after every call, so nothing gets lost.

Works with the phone system you already have

No rip and replace. Ava fits around how your calls work today.

Runs on your existing system

On WicommsVoice, Ava can sit on your Xelion phone system as an extension. No new hardware, nothing to rip out.

Your numbers stay yours

Your phone numbers and calls stay on your own system, alongside your call history and reporting.

You choose which calls

Decide exactly which calls Ava answers: overflow when you're busy, after hours, or all calls.

Set her hours

Schedule Ava for lunchtimes, evenings, weekends and bank holidays, and change it whenever you like.

Not on WicommsVoice? Ava also works alongside most business phone systems, and with simple call forwarding from your existing number.

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.

Ava for your industry

Download a guide for your sector at wicomms.co.uk/ai-call-handling

Trades · Beauty & Aesthetics · Professional Services · Healthcare & Clinics · Legal Services · Estate & Letting Agents · Hospitality & Travel · Leisure & Fitness · Recruitment · Motor Dealers & Garages · IT & Telecoms Providers · Financial Advisers & Brokers · Insurance Brokers · Shops & Showrooms · Charities · Education & Training

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.