Sound familiar?

Where calls slip through the cracks today.

1

A small team, many calls

Supporters, volunteers, partners and service users all call the same few people.

2

Volunteer interest fades

People decide to volunteer on impulse, and an unanswered call often means it doesn't happen.

3

Appeal spikes

A local news story or appeal can bring a sudden rush of calls.

4

Routine donation questions

Gift Aid, regular giving changes and event questions take up valuable time.

How Ava helps

Set up around the calls you actually get.

Volunteer enquiries

Captures interest, availability and skills, and books an induction or call while the caller is still keen.

Donation and event questions

Answers questions about giving, Gift Aid and upcoming events, and takes details for changes to regular gifts.

Sensitive calls handled with care

Recognises when a caller needs a person, such as someone seeking support or a major gift conversation, and routes them appropriately.

Every supporter gets a warm, prompt response, and your team's time goes on the relationships that keep you going.

What a call sounds like

An example of Ava answering for an organisation like yours.

AVA
Hello, Riverside Animal Rescue. I'm Ava, the charity's AI assistant. How can I help?

CALLER
I'd love to volunteer at weekends.

AVA
That's wonderful, thank you. Were you thinking of dog walking, fundraising, or something else?

CALLER
Dog walking, Saturdays mostly.

AVA
Perfect. Our next volunteer induction is Saturday the 8th at 10am. Shall I book you on?

Then you get an email: New volunteer, dog walking on Saturdays, induction booked Saturday 8th 10am, contact details.

What you get

What changes when Ava answers your calls.

- **More volunteers converted**
  Interest captured while it's fresh.
- **Supporters retained**
  A warm response every time.
- **Appeal spikes absorbed**
  Without extra staff.
- **Sensitive calls routed**
  To the right person.
- **Small budgets go further**
  More time on the mission.

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.