Sound familiar?

Where calls slip through the cracks today.

1

Admin calls eat advice time

Introductory and routine calls take advisers away from the clients who need them.

2

Enquiries arrive with no context

Advisers start first calls with a blank page instead of a clear picture of what the client wants.

3

Consistency matters

Every interaction should be handled and recorded the same way, which is hard when the phone is busy.

4

Hot leads cool quickly

A buyer with an accepted offer won't wait long for a call back.

How Ava helps

Set up around the calls you actually get.

Mortgage and protection enquiries

Captures purpose, amount, timescale and circumstances, so the adviser starts every conversation fully briefed.

Adviser appointment booking

Books the right type of meeting into the right adviser's calendar, with a summary of what the client wants to discuss.

Existing client messages

Takes clear messages and routes anything urgent, like a deadline or a concern, to the right person straight away.

Ava never gives financial advice. She makes sure every enquiry is captured consistently and lands with the right adviser.

What a call sounds like

An example of Ava answering for a business like yours.

AVA
Good morning, Meridian Mortgages. I'm Ava, the firm's AI assistant. How can I help?

CALLER
We've just had an offer accepted and need a mortgage.

AVA
Congratulations. Roughly what's the purchase price and deposit, and is this your first home?

CALLER
£280,000 with a 10% deposit. Yes, first home.

AVA
Thanks. I can book you a call with one of our advisers today at 4pm or tomorrow at 10. Which works best?

Then you get an email: First-time buyer, £280k purchase, 10% deposit, offer accepted, adviser call booked 4pm.

What you get

What changes when Ava answers your calls.

- **Advisers focused on advice**
  Not admin calls.
- **Better-briefed first meetings**
  Key facts captured up front.
- **Consistent handling**
  The same process on every call.
- **Hot leads answered**
  Including evenings.
- **A written record**
  An email summary of every call.

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.