Sound familiar?

Where calls slip through the cracks today.

1

Claims don't keep office hours

A client reporting a claim at 9pm deserves better than voicemail.

2

Renewal season spikes

Renewal periods bring a rush of calls from clients checking prices or thinking of switching.

3

Routine policy admin

Address changes, new drivers and document requests are high volume and procedural.

4

Consistency on every call

Every interaction needs to meet the same standard, every time.

How Ava helps

Set up around the calls you actually get.

Claim notification

Takes the key details of a new claim calmly and in a set structure, any time of day, and passes it straight to your claims team.

Renewal and quote enquiries

Captures what the client needs and when, books a call with the right account handler, and flags anyone thinking of moving.

Policy admin requests

Logs changes like a new address or an additional driver, and confirms when the team will be in touch.

Ava never advises on cover. She captures every detail accurately and routes it to the right handler with full context.

What a call sounds like

An example of Ava answering for a business like yours.

AVA
Hello, Ashdown Insurance Brokers. I'm Ava, the AI assistant. How can I help?

CALLER
Someone's reversed into my work van and I need to report it.

AVA
Sorry to hear that. Is everyone okay? Can I start with your name and the van's registration?

CALLER
Yes, all fine. Tom Hughes, registration KN70 ABC.

AVA
Thanks, Tom. Where and when did it happen, and did you get the other driver's details?

Then you get an email: Commercial van claim, third party reversed, time and location, other driver's details, passed to claims.

What you get

What changes when Ava answers your calls.

- **Claims captured 24/7**
  Never left on voicemail.
- **Renewals protected**
  At-risk clients flagged.
- **Less admin for handlers**
  Routine changes logged.
- **Consistent records**
  The same structure on every call.
- **Clients feel looked after**
  At the moments that matter.

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.