Sound familiar?

Where calls slip through the cracks today.

1

Interruptions break concentration

A five-minute call can cost half an hour of focused work on a return, a plan or a report.

2

New enquiries go cold

Prospective clients ringing round for quotes often go with the first firm that answers.

3

Deadline peaks

Year end, self-assessment and quarter end bring a flood of calls exactly when the team is busiest.

4

Routine questions reach the wrong person

“Have you got my documents?” doesn't need a director's time.

How Ava helps

Set up around the calls you actually get.

New client qualification

Captures who they are, what they need, the size of the job and their timescale, then books an introductory call.

Meeting booking

Books calls and meetings into the right person's calendar, with a summary of what the client wants to discuss.

Routine queries and messages

Answers common questions about services, hours, deadlines and sending documents, and takes clear messages for everything else.

You start every new conversation with a proper brief, and existing clients still get a prompt, professional response.

What a call sounds like

An example of Ava answering for a business like yours.

AVA
Good afternoon, Kingsmead Accountants. I'm Ava, the firm's AI assistant. How can I help?

CALLER
I've just set up a limited company and need an accountant.

AVA
Congratulations. Roughly what turnover do you expect, and will you need payroll as well?

CALLER
Around £150k, and yes, for two staff.

AVA
Thanks. I can book an introductory call with one of our accountants on Tuesday morning or Wednesday afternoon. Which suits?

Then you get an email: New limited company, about £150k turnover, payroll for two, introductory call booked.

What you get

What changes when Ava answers your calls.

- **More new clients won**
  The first firm to answer often wins.
- **Fewer interruptions**
  Focused time stays focused.
- **Better-briefed first calls**
  Know the job before you pick up.
- **Deadline peaks absorbed**
  No queues at year end.
- **Professional cover**
  Lunchtimes, holidays and evenings.

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.