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UNITED KINGDOM · PRODUCT & SETUP GUIDE

An AI Employee. A better next step.

Meet AssistCall and the five specialist Ava solutions for UK businesses.

Your business · Ava

“Can you help me with an enquiry?”

“Of course. What do you need the team to know?”

CALL → CONTEXT → ACTION

A useful outcome, with your team in control.

UK websites. UK numbers. GBP proposals.

Product overview · Specialist solutions · Pricing structure
Onboarding · Call flow · Launch directory

6 November 2026 · Version 1.2
Phone activation and final GBP package prices remain subject to the status shown in this guide.

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01 · THE PRODUCT

Give every call somewhere to go.

AssistCall brings an AI Employee into the way your business answers and follows up.

Understand the business

- Use the business facts and instructions your team approves.
- Answer relevant questions and ask for the details needed for the next step.
- Keep unknown information uncertain instead of inventing an answer.

Move work forward

- Capture an enquiry or callback request.
- Use configured routing, scheduling or other supported actions after setup and testing.
- Leave your team a useful record of what happened.

One platform, specialist starting points

AssistCall is a Starling Global product. Ava Medical Intake, Ava for Solicitors, Ava for Plumbers, Ava for Estate Agents and Ava for Restaurants are specialist brands and workflows within that service. They are not presented as separate incorporated companies.

Caller **asks** → Ava **understands** → Workflow **responds** → Team **follows through**

A demonstration and a live service do different jobs

The public demonstration lets you review a researched business profile and try fictional conversations. It cannot book appointments, dispatch people, send messages, collect payment or update your real systems. A live service uses the scope, permissions and connections approved during onboarding.

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02 · THE UK EXPERIENCE

Built for the UK journey.

A regional experience that continues beyond the homepage.

Part of the journey	UK behaviour
Website	Dedicated uk. address for AssistCall and every specialist brand.
Regional choice	UK country detection on the first marketing-homepage visit; a country selector lets visitors choose another region.
Currency	GBP (£). Written proposals confirm the actual price, included usage and taxes.
Business details	UK postcode and business country; national phone numbers normalised to +44.
Time	Europe/London, including British Summer Time changes.
Demo	UK business search and British-language instructions, with a separate assistant per brand.
Enquiry handoff	The selected brand, UK market, GBP preference and coverage needs are saved in AssistCall.
Account	The shared AssistCall account remains the home for an activated service.

Start here

uk.assistcall.ai/
Explore all five UK specialist solutions

What the domain does not imply

A UK domain or +44 number does not mean all processing takes place in the UK. Data-processing arrangements, supported integrations and service terms must be reviewed for the intended live workflow.

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03 · ASSISTCALL

Your AI Employee, configured around you.

The starting point for businesses whose calls cross teams, services or workflows.

Best fit

Businesses that want one approved call-handling workflow, useful enquiry capture and a clear next step for each caller.

What to configure

- Business facts, services and common questions.
- Opening hours and after-hours coverage.
- The details to capture for an enquiry.
- Who receives callbacks and when to escalate.
- Any calendar, CRM or payment-link action that is supported and tested.

What your team controls

- The greeting and business information.
- Which actions Ava can take.
- When a person must confirm a request.
- The usage budget and fallback route.
- The review process for calls and follow-up.

Example workflow

A caller asks about a service. Ava answers from approved information, captures the enquiry and follows the configured handoff. An appointment or payment step is offered only if that specific workflow has been connected, permitted and tested.

Pricing

Written GBP quote. The proposal defines the monthly fee, usage, setup, connections, support and tax treatment before activation.

Try the business demonstration · Request a UK setup

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04 · MEDICAL PRACTICES

More room for the front-desk team.

General practice-office information and clear direction to the right staff contact.

Ava Medical Intake

Useful work

- Approved opening hours, location and contact information.
- General administrative questions that do not require patient data.
- Patient-specific questions directed to practice staff.

Setup essentials

- Approve a public-information knowledge base.
- Specify the practice contact and patient-specific handoff.
- Keep patient data out of the public demonstration.

How a call works

A caller asks where to find the practice or how to contact reception. Ava uses approved public information. Patient-specific matters go to staff through the agreed process.

The scope your team approves

The initial scope is general office information. Do not use the public demo for symptoms, patient records, prescriptions, insurance or confidential information. Patient intake or scheduling needs a separate readiness review and appropriate arrangements before activation.

GBP pricing

A written GBP quote defines the selected workflow, included minutes, any setup work and extra charges. Final UK package amounts have not been published.

uk.avaintake.com/
Try this specialist demo · Request this UK solution

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04 · SOLICITORS & LAW FIRMS

A better first conversation.

Broad enquiry capture and consultation requests for a defined practice area.

Ava for Solicitors

Useful work

- Approved firm information and a concise enquiry script.
- Broad matter category and callback preference.
- Consultation requests, with live booking only after connection and testing.

Setup essentials

- Define one practice area and an approved intake script.
- Name the escalation recipients.
- Test a calendar connection before offering confirmed appointments.

How a call works

A prospective client asks whether the firm handles their type of matter. Ava collects only the agreed preliminary information and routes the request. Firm staff decide suitability, conflicts and next steps.

The scope your team approves

Ava does not give legal advice, decide conflicts or accept a client. An enquiry does not establish a solicitor–client relationship. Public demos must use fictional, non-confidential details.

GBP pricing

A written GBP quote defines the selected workflow, included minutes, any setup work and extra charges. Final UK package amounts have not been published.

uk.avaforlawyers.com/
Try this specialist demo · Request this UK solution

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04 · PLUMBING BUSINESSES

Catch the call. Keep the job moving.

Job enquiries, callback capture and an agreed on-call handoff.

Ava for Plumbers

Useful work

- Capture a problem summary, service area and callback details.
- Separate routine enquiries from requests needing a person.
- Route according to the approved on-call schedule and fallback.

Setup essentials

- Define your service area and request categories.
- Approve on-call contacts and backup behaviour.
- Test routine, urgent and unanswered-handoff scenarios.

How a call works

A customer reports a plumbing problem. Ava captures the agreed details and follows the routing rules. A technician or your office confirms attendance; a request alone is not a dispatch.

The scope your team approves

Ava is not an emergency service or a substitute for a qualified professional. It does not give hazardous repair instructions or promise arrival. Urgent routing depends on your team answering.

GBP pricing

A written GBP quote defines the selected workflow, included minutes, any setup work and extra charges. Final UK package amounts have not been published.

uk.avaforplumber.com/
Try this specialist demo · Request this UK solution

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04 · ESTATE AGENCY TEAMS

Every enquiry. A clear owner.

Property enquiries, viewing requests and seller callbacks for one team.

Ava for Estate Agents

Useful work

- Answer from approved property facts.
- Capture a viewing request or seller callback.
- Route the enquiry to an agent or a tested supported connection.

Setup essentials

- Provide approved property facts and update ownership.
- Define lead-routing and follow-up responsibilities.
- Test the selected CRM or scheduling connection.

How a call works

A caller asks about a property. Ava uses the current facts supplied by the agency and captures the request. The agent confirms access and arrangements unless an approved booking connection handles that step.

The scope your team approves

Ava does not infer property facts, guarantee access, offer financing advice or steer buyers using protected characteristics. Your team keeps listing information current and confirms viewing arrangements.

GBP pricing

A written GBP quote defines the selected workflow, included minutes, any setup work and extra charges. Final UK package amounts have not been published.

uk.avaforrealestate.com/
Try this specialist demo · Request this UK solution

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04 · RESTAURANTS

You run the floor. Ava gets the phone.

Everyday restaurant questions and catering or reservation-request capture.

Ava for Restaurants

Useful work

- Share approved hours, location and dining information.
- Collect catering date, guest count and callback preference.
- Pass event or reservation requests to the right person.

Setup essentials

- Approve hours, public menu information and ordering links.
- Define catering questions and the staff recipient.
- Test the difference between a request and a confirmed booking.

How a call works

A caller asks about catering for a group. Ava gathers the requested details and creates a useful handoff. Restaurant staff confirm menu, availability, pricing and any reservation.

The scope your team approves

The launch scope does not accept voice orders, payments or confirmed reservations. Allergy and dietary-safety questions belong with restaurant staff. Ordering-link texts require an enabled sender and caller consent.

GBP pricing

A written GBP quote defines the selected workflow, included minutes, any setup work and extra charges. Final UK package amounts have not been published.

uk.avaforrestaurants.com/
Try this specialist demo · Request this UK solution

05 · GBP PRICING

A clear quote. No hidden assumptions.

All UK proposals are in pounds sterling. Fixed UK package amounts are awaiting approval.

Solution	Configuration to discuss	Current UK price
AssistCall	Your approved AI Employee workflow	GBP quote
Medical practices	General office information; scheduling readiness reviewed separately	GBP quote
Solicitors	Defined practice area, intake and consultation handoff	GBP quote
Plumbers	Answer-and-capture or managed routing	GBP quote
Estate agents	Team coverage, property enquiries and one supported connection	GBP quote
Restaurants	Front-of-house calls or catering and request capture	GBP quote

Your proposal should state

- Monthly GBP fee and billing frequency.
- Included minutes and how usage is measured.
- One-time setup and integration work.
- Additional-minute rate and spending cap.
- Number type and any telecom charges.
- SMS and third-party service charges.
- Applicable tax treatment.
- Support, cancellation and any trial terms.

Monthly total = agreed base fee + billable excess usage + approved extras + applicable taxes

This guide does not silently convert US-dollar prices into pounds. No payment or subscription is started by the UK enquiry form. A seven-day trial is available only if it is explicitly included in the agreed offer.

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06 · SETUP

From first demo to the first live call.

A practical sequence for the business owner and the AssistCall team.

Step	Customer action	AssistCall action
1 · Explore	Choose the relevant UK brand; try a fictional demo.	Research public business facts and show them for review.
2 · Request	Submit business name, postcode, contact and coverage preferences.	Save the UK enquiry, selected brand and GBP preference.
3 · Agree	Approve the workflow and written GBP proposal.	Confirm scope, usage, tax presentation and support.
4 · Verify	Provide the actual end-user details and required number documents.	Complete carrier verification and confirm number availability.
5 · Configure	Approve greeting, hours, questions, contacts and permissions.	Configure the AI Employee and supported connections.
6 · Test	Make acceptance calls and review the outcome.	Resolve issues in answering, handoffs, actions and fallback.
7 · Activate	Approve billing and forward calls when instructed.	Activate the agreed service and account configuration.

Before forwarding real customers

Confirm that the number is active, the expected person receives the handoff, business hours are correct and your team understands the fallback. Test any appointment, text or payment-link action separately. Never assume that a successful demo enabled a live integration.

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07 · CALL FLOW

What happens when someone rings.

The exact actions depend on the workflow you approve.

01 **The call reaches your assigned number**
Direct dial or supported forwarding from your existing business line.

02 **Ava uses your business context**
Approved facts, greeting, opening hours and handling rules.

03 **Ava establishes the request**
One useful question at a time, within the agreed information boundaries.

04 **The permitted next step happens**
An answer, captured request, configured handoff or tested connected action.

05 **Your team receives the outcome**
Review the available call record, request and follow-up in the agreed destination.

06 **Exceptions return to people**
Unknown information, unavailable staff or unsupported actions use the defined fallback.

Requests stay distinct from confirmations

A captured appointment, viewing, catering or service request is not automatically a confirmed booking. Ava should claim completion only when the authorised system or responsible staff has actually confirmed it.

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08 · NUMBERS & FORWARDING

A UK number for the right job.

Your demo numbers and your customer service numbers have different roles.

Main UK freephone

An 0800 number gives AssistCall a UK freephone entry point. UK consumer landline and mobile calls to 0800/0808 are free; business callers should check their provider. AssistCall pays the provider’s rental and usage charges.

Specialist brand numbers

Each UK Ava brand has a separate number mapped to its industry assistant. This keeps the greeting, context and demonstration relevant to the site the visitor chose.

For a customer’s live business

- Allocate a separate UK number after the customer’s verification is approved.
- Keep the current published business number where forwarding is supported.
- Choose missed-call, after-hours or all-call forwarding with the current provider.
- Confirm any forwarding charges with that provider.
- Treat porting as a separate process with eligibility checks and a planned transfer date.
- Confirm SMS capability separately; a UK voice number is not automatically a text sender.

Using our existing US freephone number

A US toll-free number is not a reliable UK freephone option. Calls from the UK may fail or incur international charges. The dedicated UK number can feed the same AssistCall platform without presenting a US number to UK visitors.

References: Ofcom call costs · US toll-free international limitations

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09 · LAUNCH DIRECTORY

The UK network. One clear mapping.

Status as of 6 November 2026: five specialist numbers are carrier-active; the main 0800 number is awaiting approval.

Brand / UK website	Ordered UK number	Status
AssistCall uk.assistcall.ai/	0800 055 4342	Pending verification
Ava Medical Intake uk.avaintake.com/	01204 935464	Active
Ava for Solicitors uk.avaforlawyers.com/	01206 418109	Active
Ava for Plumbers uk.avaforplumber.com/	01206 418088	Active
Ava for Estate Agents uk.avaforrealestate.com/	01206 418145	Active
Ava for Restaurants uk.avaforrestaurants.com/	01206 418214	Active

What is ready

- Six UK websites with GBP proposal and setup pages.
- Separate UK assistants and domain mappings.
- Chat and browser-demo paths, subject to normal demo capacity limits.
- UK enquiry capture with brand, market, currency and coverage details.

What must finish before telephone launch

- Carrier review is complete for the five specialist numbers. The main 0800 number remains under review.
- The validated business address, corrected Verizon bill and all required information are submitted.
- Complete an inbound UK acceptance call for every number; carrier activation alone does not verify the entire call flow.

The five active specialist lines are displayed on their UK websites. The pending 0800 line stays hidden until approved. Use the website demo flow for a temporary code to try an approved business profile. Customer numbers require separate verification and activation.

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10 · TEAM QUICK GUIDE

A clear next step for every enquiry.

Use these answers when introducing the UK service.

Customer asks	The useful answer
“Can I try it first?”	Yes. Open the relevant UK demo, review the business facts and try a fictional conversation by chat or browser voice.
“Will it book or take payment?”	Only when that action is included, connected, authorised and tested. The public demo performs no real transactions.
“How much is it?”	We provide a written GBP quote for your workflow, usage and connections. Final UK package prices are not yet published.
“Can I keep my number?”	We can check forwarding support; porting is a separate eligibility and transfer process.
“Can I call the UK demo number now?”	Only after its activation is confirmed. While verification is pending, use the browser demonstration.
“Where do I log in?”	app.assistcall.ai/login for an existing AssistCall account.
“How do I get started?”	Submit the UK setup form. The team confirms scope, verification and GBP terms before activation.

Start with your business. Build the right workflow.

uk.assistcall.ai
hello@assistcall.ai

Related reading: Telnyx UK number requirements · UK privacy information · UK setup terms
This guide describes the product and current launch status. Your signed service documents define the actual service and commercial terms.