AI EMPLOYEE · BUILT AROUND YOUR BUSINESS

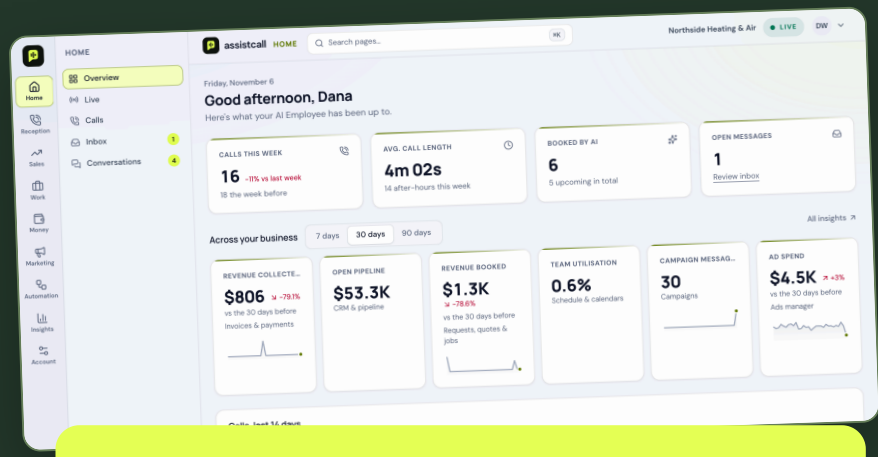
Your AI Employee. Ready for the next step.

Calls, useful conversations and approved actions—connected to the way your business works.

Real product screens | Industry workflows | Setup & integrations

UK edition · GBP proposals
6 November 2026 · Version 1.0

SHARED ASSISTCALL WORKSPACE · FICTIONAL DEMO



From a conversation to a useful outcome.

Answer • gather details • book or request • hand off • leave a clear record

Screens show the product interface, not customer results. Enabled features and delivery scope are confirmed for each account.

01 · ONE PLATFORM, SPECIALIST STARTING POINTS

Meet your AI Employee.

AssistCall combines a live conversation with approved business actions. Ava gathers useful details, uses your rules and leaves the next person prepared.

Ava Medical Intake
by AssistCall

Ava Medical Intake

An AI Employee for general office enquiries, with a carefully limited launch scope.

Ava for Lawyers
by AssistCall

Ava for Solicitors

An AI Employee that gathers the essentials and routes potential clients to your firm's next step.

Ava for Plumbers
by AssistCall

Ava for Plumbers

An AI Employee that captures job requests, checks your service area and follows your on-call rules.

Ava for Real Estate
by AssistCall

Ava for Estate Agents

An AI Employee for property enquiries, viewing requests and seller callbacks, using your approved listing facts.

Ava for Restaurants
by AssistCall

Ava for Restaurants

An AI Employee for restaurant questions, reservation requests and catering enquiries, with staff in control of commitments.

assistcall

Your custom solution

Choose the enquiry, booking, handoff or system update your business needs. We scope a supported workflow around it.

Call workflow · Dashboard · Leads · Booking · SMS & messages · Owner controls · Integrations · Setup · Research

UK edition: local terminology, Europe/London scheduling and GBP proposals. Product scope differs by industry; the specialist guides explain those boundaries.

02 · HOW IT WORKS

A call becomes a useful next step.

Start with the outcome your team needs, then decide what Ava is allowed to do.

01
Receive
A caller reaches your activated line or approved forwarding route.

→

02
Understand
Ava uses approved facts and asks for the missing details.

→

03
Act
Book, save a request, call a tool or attempt a human handoff.

→

04
Check
Use the real action result before promising anything.

→

05
Follow up
Leave a call record and the configured next action.

A natural conversation

Ava can respond to corrections, ask one relevant question at a time and continue in the caller's language. Existing contact context and authorised system lookups can reduce repeated questions.

An accountable action

A booking needs a successful booking result. An integration needs a successful write. A transfer needs an available destination. Otherwise Ava uses the agreed fallback.

A business-controlled experience

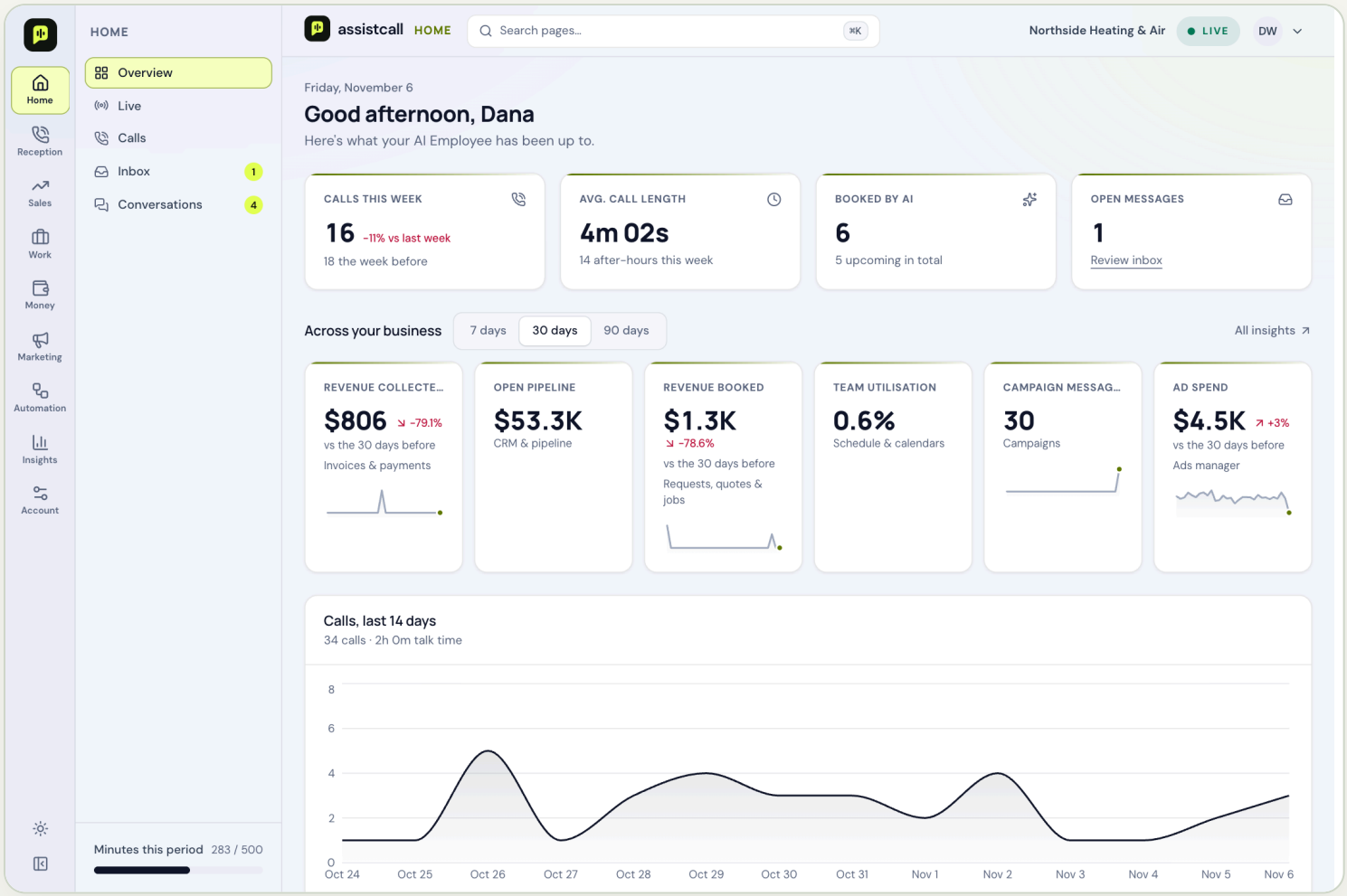
You set the hours, services, prices, knowledge, forms and routing. Dynamic conversation does not mean the AI can change your business policy.

Real conversations vary. Test the greeting, response timing, audio, interruptions and the main success and failure paths before routing customer calls.

03 · YOUR WORKSPACE

See what happened and what needs attention.

The dashboard brings call activity, messages, appointments and enabled business modules into one place.



Real AssistCall interface · fictional demo data. Optional modules and display currency vary by account. Screenshot values are not UK prices or performance claims.

1

Call visibility

Review the volume and timing of calls in the account.

2

Useful outcomes

See appointments and messages alongside the call activity.

3

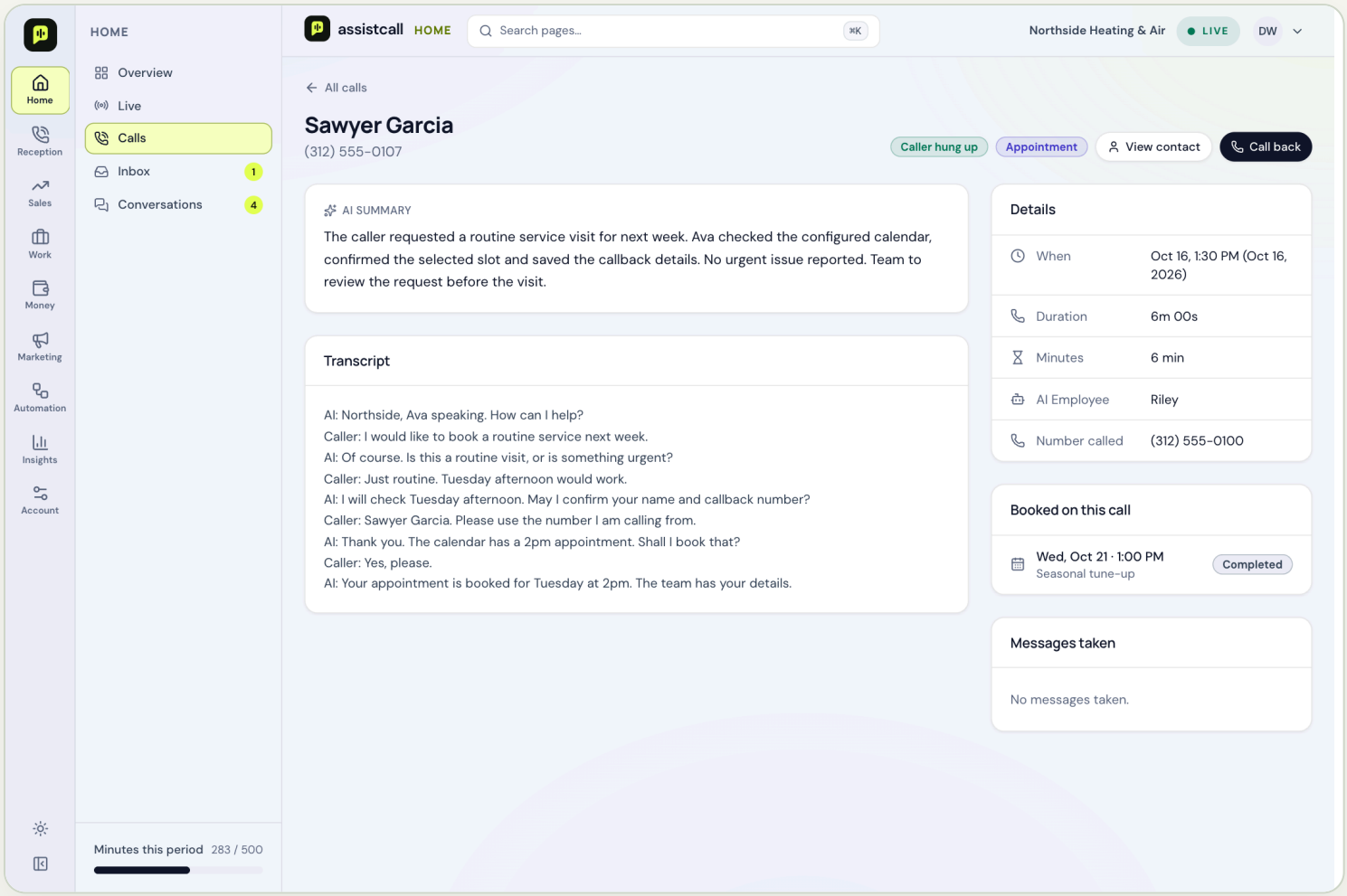
Modules by account

Additional sales, work, money and reporting views are enabled according to the account's scope.

04 · THE CALL RECORD

The conversation leaves a useful record.

Open Calls, choose a call and review its summary, transcript and linked activity.



Real AssistCall interface · fictional demo data. Optional modules and display currency vary by account. Screenshot values are not UK prices or performance claims.

1

Summary first

See the main request and the next step without reading the whole transcript.

2

Check the detail

Use the transcript to verify important names, dates and statements.

3

Linked outcomes

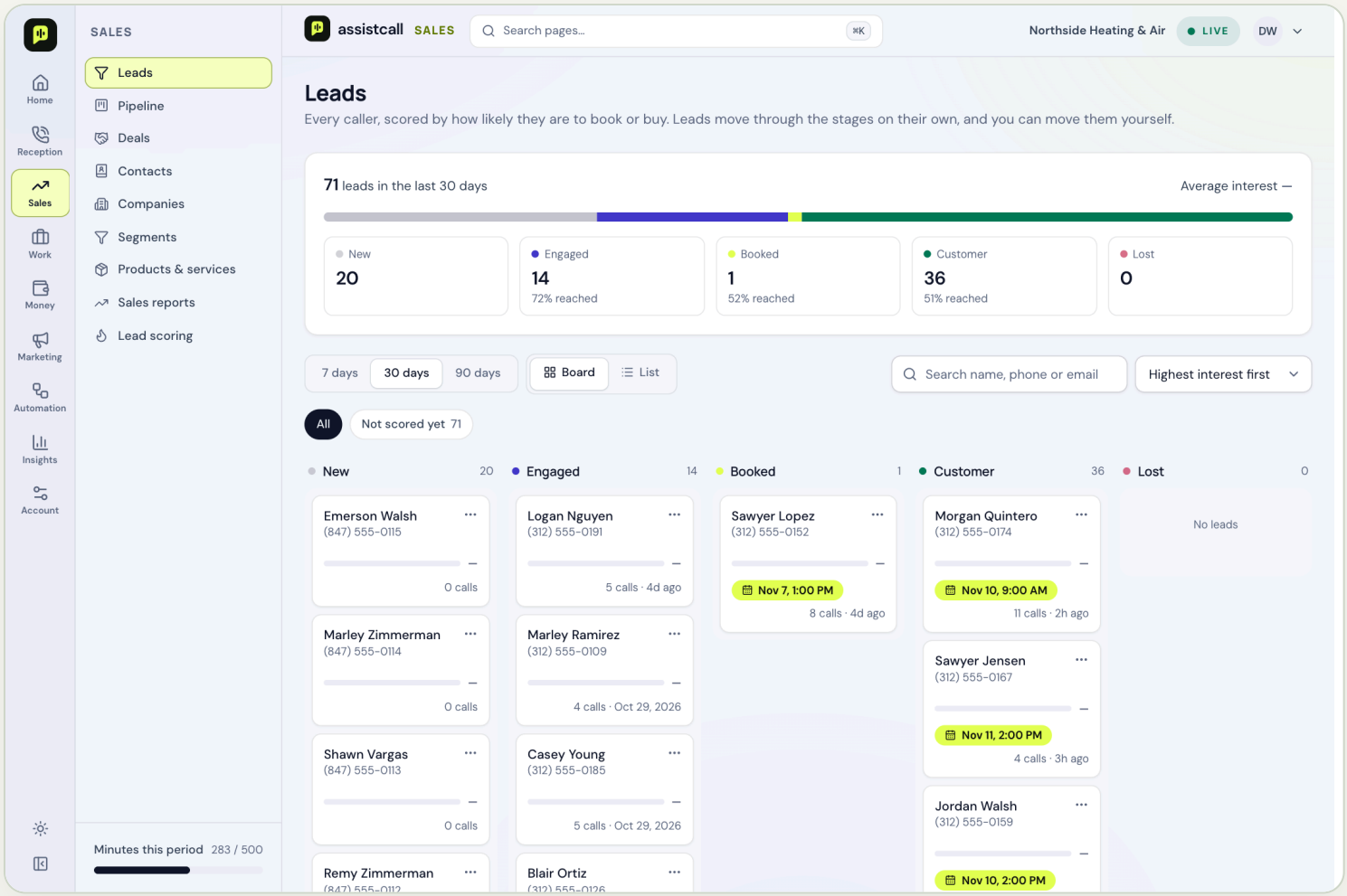
Review a booking or message created during the call where that workflow is enabled.

AI summaries can be imperfect. Staff should verify details before acting on important commitments. Recording and retention settings depend on the account and applicable requirements.

05 · LEAD MANAGEMENT

Keep the enquiry and the follow-up together.

Use the core Leads view to see what needs contact, a callback or review.



Real AssistCall interface · fictional demo data. Optional modules and display currency vary by account. Screenshot values are not UK prices or performance claims.

1

Capture once

Save a confirmed name, callback number and the useful enquiry details.

2

Make the next step visible

The team can review and update the lead's stage and follow-up.

3

Extend when needed

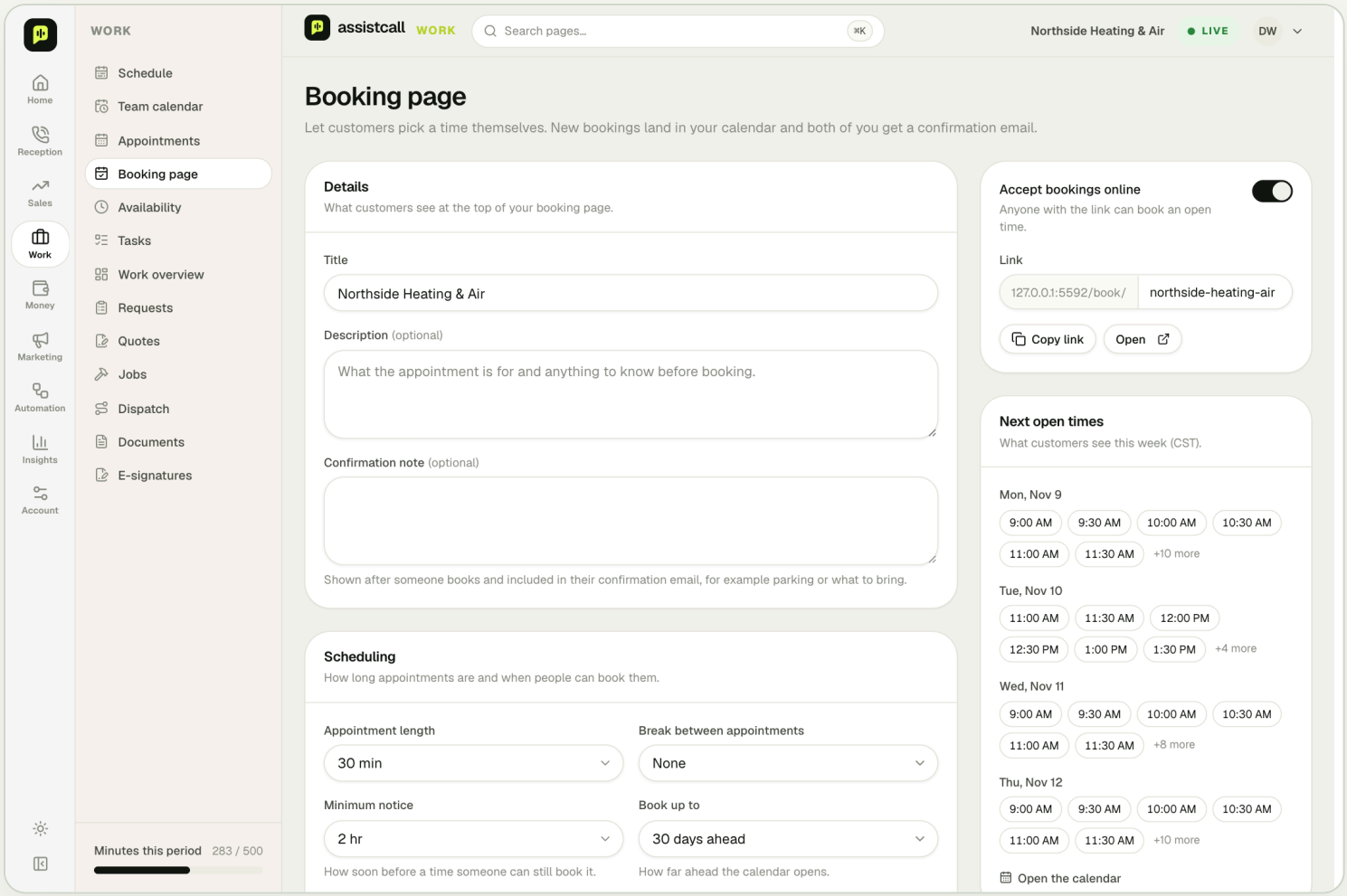
The optional CRM pipeline adds configurable deal stages and broader sales workflows.

External CRM updates require a scoped, tested connection. A local lead record does not automatically update every system.

06 · BOOKINGS

Offer a real slot. Confirm a real result.

Ava can use the configured booking workflow to check, book, reschedule or cancel an eligible appointment.



Real AssistCall interface · fictional demo data. Optional modules and display currency vary by account. Screenshot values are not UK prices or performance claims.

1

Your availability

Set duration, hours, buffers and the correct time zone.

2

Caller confirmation

Read back the selected date and time before completing the action.

3

Request fallback

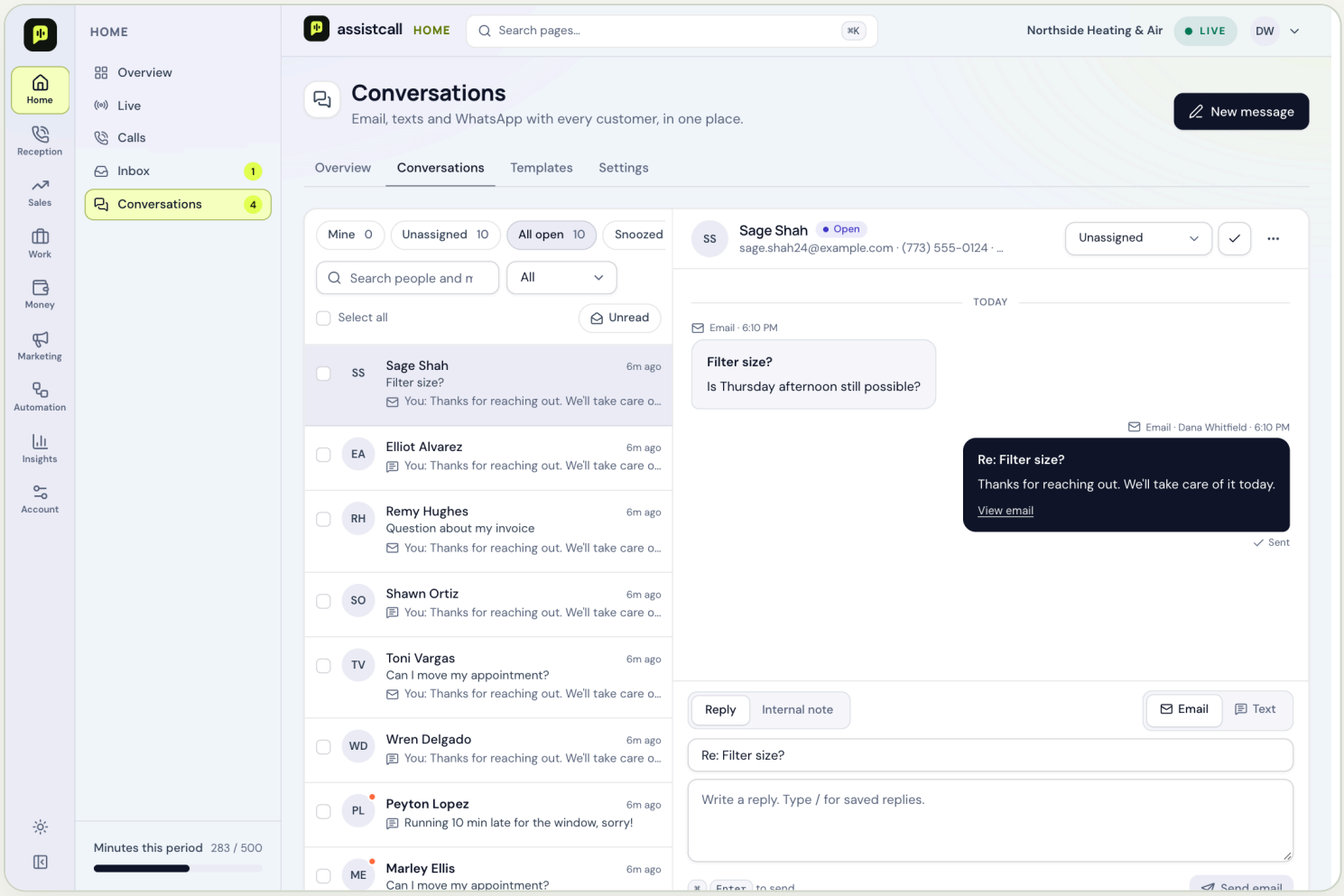
If booking cannot complete, save the request and say the team must confirm.

Clinical appointments and restaurant reservations have separate industry restrictions. A general calendar feature does not override those limits.

07 · SMS & CONVERSATIONS

Keep the next message connected.

The enabled messaging workspace lets staff follow the conversation and use the right contact route.



Real AssistCall interface · fictional demo data. Optional modules and display currency vary by account. Screenshot values are not UK prices or performance claims.

1

Approved message

Send a relevant link or confirmation through the configured messaging workflow.

2

Correct recipient

Confirm a different mobile number before sending. Keep its purpose clear.

3

Permission and delivery

Use an authorised sender and check the result. A voice line alone does not establish SMS support.

The messaging module and automated sends depend on account features, sender readiness and the configured workflow.

08 · HUMAN HANDOFF & EMERGENCIES

Bring in a person when the call needs one.

Configure who should receive the call and what Ava should do if they cannot answer.

Recognise the trigger

- The caller asks for a person.
- The enquiry matches an approved urgent category.
- Ava reaches a limit in knowledge or permitted action.

Attempt the approved route

Use the configured team, owner, phone, browser/app or SIP destination. Keep a short summary of the reason and callback details. Availability depends on the configured routing and the person accepting.

Explain the actual outcome

If nobody answers, Ava returns to the agreed message or callback process. The caller should hear that the transfer did not connect and what happens next.

01
Caller
"This needs someone from your team."

→

02
Ava
Collect the approved minimum context.

→

03
Handoff
Try the configured destination.

→

04
Fallback
Record and notify if nobody accepts.

Urgent business request

An on-call plumber, a manager or a solicitor may need the enquiry quickly. Your team decides the triggers, coverage and response commitments.

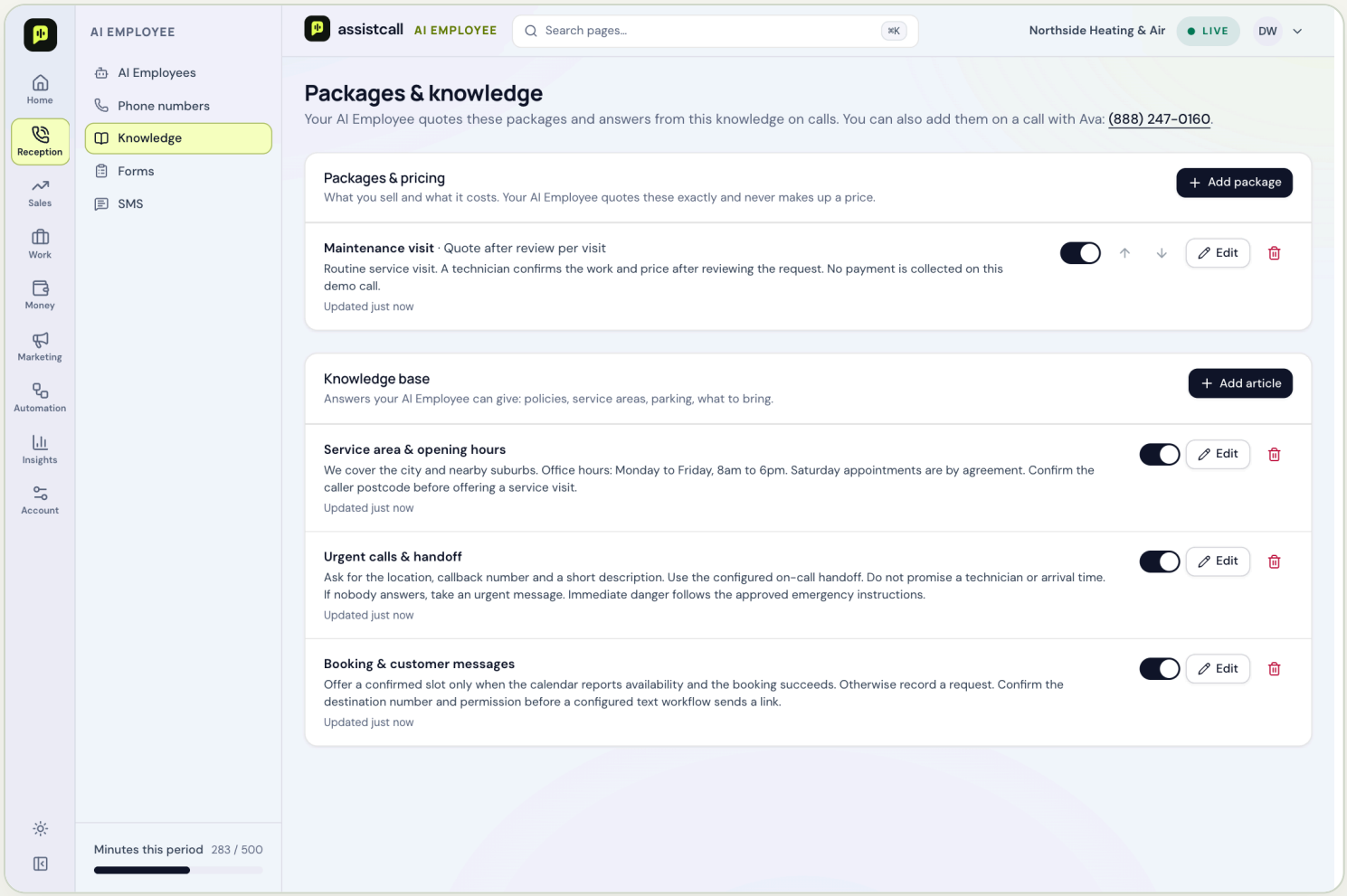
Immediate danger

Use approved local emergency instructions. Ava is not an emergency service, clinical triage provider or substitute for qualified help. Do not wait for a business transfer when emergency help is needed.

09 · KNOWLEDGE & GUARDRAILS

Teach Ava the facts you approve.

Packages & knowledge holds the answers, services and policies Ava can use on calls.



Real AssistCall interface · fictional demo data. Optional modules and display currency vary by account. Screenshot values are not UK prices or performance claims.

1

Approved information

Add the exact facts about hours, coverage, access, services and policies.

2

No invented answer

Specify what should happen when the information is missing or outside scope.

3

Controlled updates

Keep one current version. Review the result after changing a package or article.

The screenshot contains fictional service-business knowledge. Medical, legal and restaurant limits still apply.

10 · DYNAMIC & MULTILINGUAL

Different callers. The same business rules.

Ava adapts the conversation to the person while staying within the information and actions you approve.

Use the context

A recognised contact, an upcoming appointment or the last call summary can help Ava understand why someone is calling. An authorised lookup can add relevant business-system context.

Follow the conversation

If the caller corrects a number or changes the requested time, Ava uses the latest detail. It asks for missing information instead of inventing it.

Change language

Ava can detect a language or follow a request to switch. Test the languages and dialects your customers use, including names, addresses and number readbacks.

A worked multilingual example

“Could we continue in Spanish?”

Ava continues the enquiry in Spanish, confirms the caller’s preferred time and leaves an English internal summary for the team. Customer-facing texts use a separately approved template or workflow.

Set the limits once

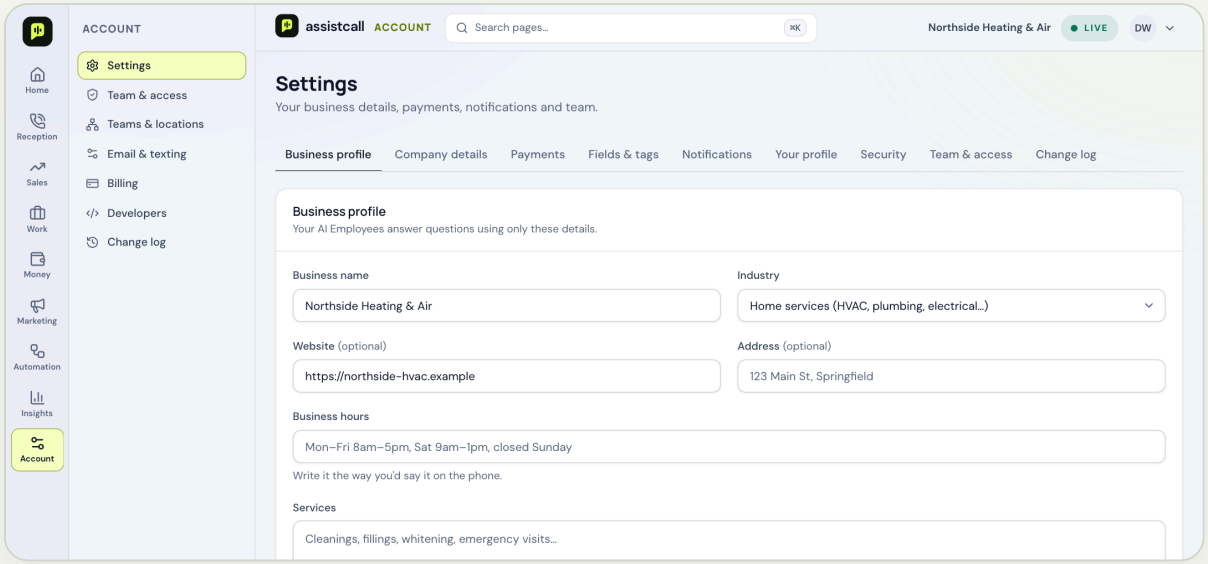
- Which facts may be shared?
- What can Ava book or update?
- Which topics require a person?
- What happens when a tool or transfer fails?

Example conversation languages include English, Spanish, French, Arabic, Bangla and Mandarin. Language support is not a promise of perfect interpretation; validate the languages and accents needed for the account.

OWNER CONTROL

Make changes without a support ticket.

Use the dashboard for direct control. On supported owner-support routes, you can also tell Ava what to update.



Real Settings → Business profile screen, with fictional demo details. Review the "Update AI Employees' instructions" option before saving: it can replace custom instructions.

1 Open the correct section

Settings → Business profile for hours and services. Packages & knowledge for FAQs, packages and policies.

2 Make and save the change

Use exact facts. Review whether instructions should be regenerated, then save and run a test call.

3 Or speak to Ava

Use the AssistCall owner-support route supplied for your account and call from your verified owner number. Complete any requested verification. UK phone access is confirmed at activation; the dashboard remains the direct self-service route.

Owner says

"Ava, change our Saturday opening hours to 9am to 1pm."

Ava reads it back

"Saturday, 9am to 1pm. Shall I save that change?"

You confirm before the change is saved.

12 · CONNECT YOUR SYSTEMS

Keep your system of record.

Ava can work alongside your CRM, calendar, job system or approved ordering flow through a scoped connection.

assistcall

Conversation → approved action → result
Business facts and permissions stay in control.

Configured adapter / workflow

↔

or approved link

HubSpot
Contact / enquiry workflow

Google Calendar
Calendar access and booking

ServiceM8
Scoped job-request integration

Square
Approved existing ordering link

CONNECTION TYPE	EXAMPLE	WHAT GETS TESTED
In-call lookup or action	An approved business API returns relevant caller context.	Authentication, allowed fields, response time and unavailable-system fallback.
After-call workflow	A webhook or adapter maps a call result to a CRM or task.	Correct destination, duplicate prevention, failed writes and staff visibility.
Calendar or approved link	A permitted booking flow or a link to your existing checkout.	Availability, confirmation, recipient and the actual result.

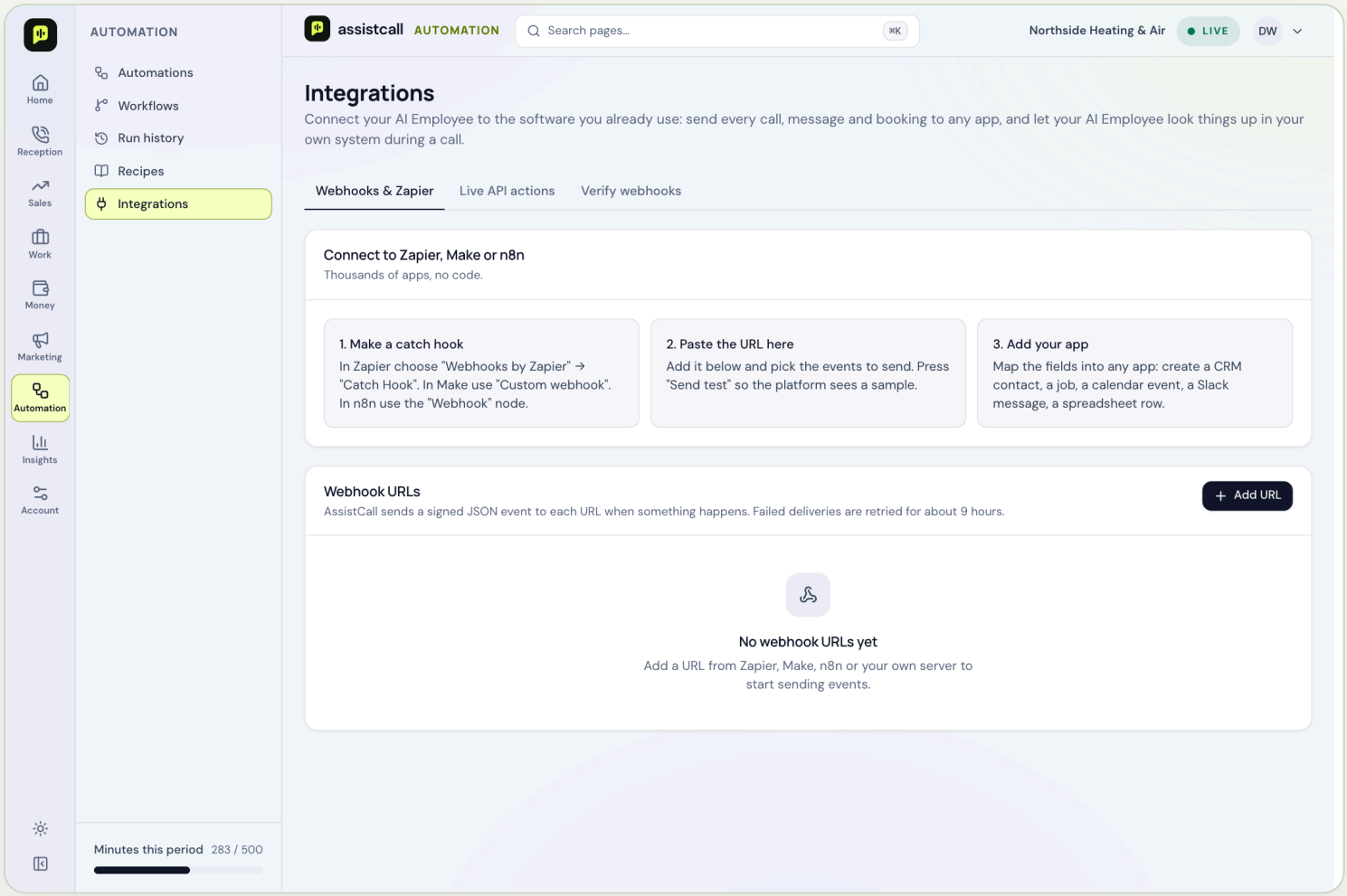
Official references: HubSpot · Contacts API · Google Calendar · Create events · Microsoft Graph · Create event

Logos identify example systems, not native connectors or partnerships. OAuth, API plans, vendor approval and custom adapters may be required. See the industry guide for the specific boundary.

13 · SET UP THE CONNECTION

Start with one workflow and one destination.

The Integrations area supports configured events and business-system connections.



Real AssistCall interface · fictional demo data. Optional modules and display currency vary by account. Screenshot values are not UK prices or performance claims.

1

Agree the outcome

For example: create a reviewable enquiry from an eligible completed call.

2

Map the fields

Confirm the destination record, allowed fields, time zone and matching rules.

3

Test both paths

Verify a successful result and a clear fallback for missing access or a failed request.

The screenshot shows an unconnected demo account. Credentials and vendor permissions are provided during the scoped setup.

14 · A CUSTOM WORKFLOW

A clear mapping makes the result reviewable.

Example: a new service enquiry becomes a follow-up item in your authorised CRM.

FROM THE CALL	TO YOUR SYSTEM	BUSINESS RULE
Confirmed name + number	Contact / enquiry	Match carefully; do not merge uncertain identities.
Business need	Enquiry category	Use approved values instead of invented categories.
Preferred date / time	Follow-up task	Store the actual date and Europe/London time.
Summary + call reference	Activity note	Keep the source traceable and minimise unnecessary data.
Action outcome	Status / review queue	Mark confirmed only when the downstream action succeeds.

This is an implementation example, not an already-installed HubSpot or other CRM connector.

Keep the failure path useful

- Preserve the appropriate AssistCall record.
- Mark the external update as incomplete.
- Make the failed item available for staff review.
- Retry only through the agreed duplicate-safe process.

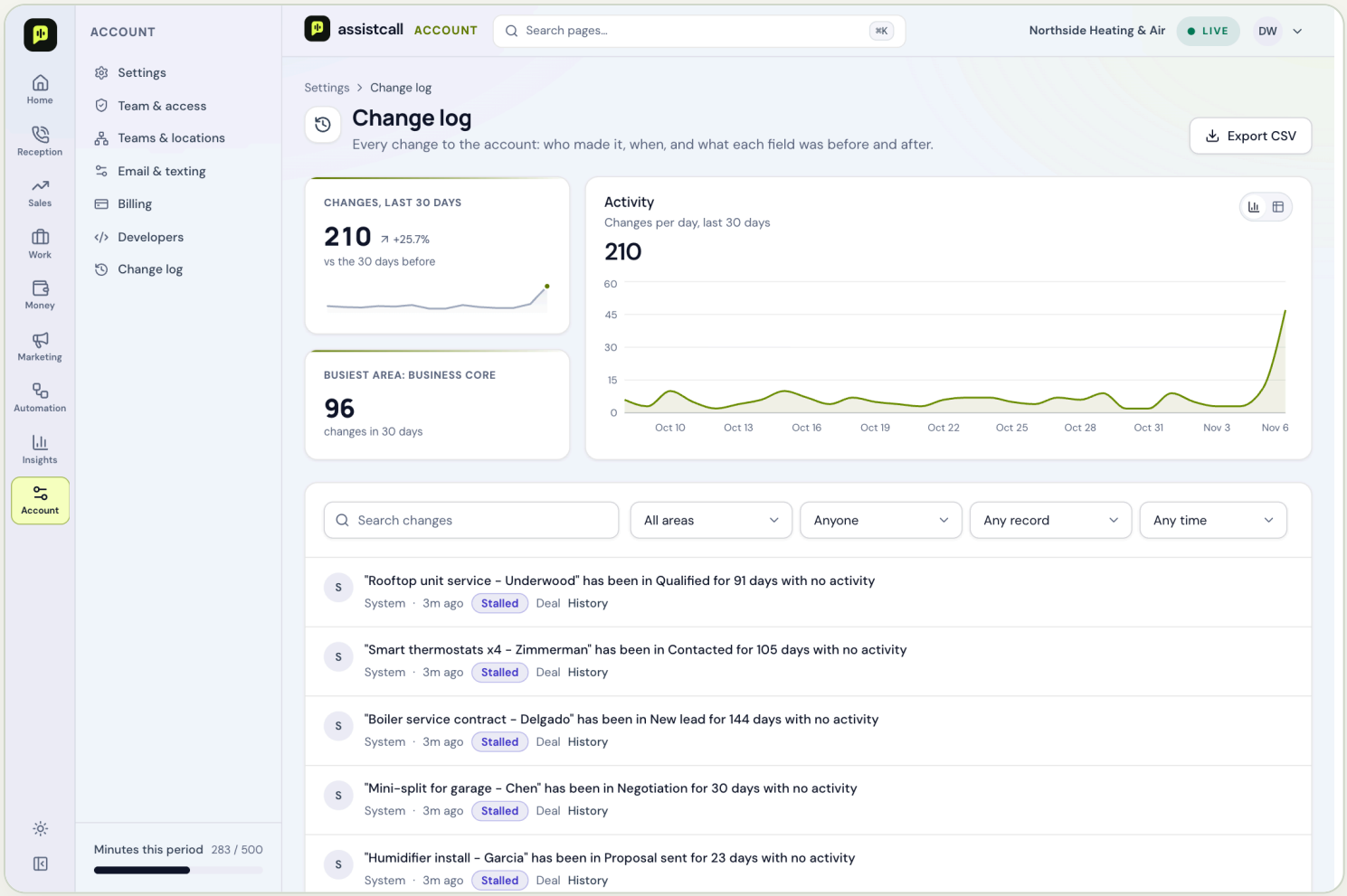
Scope before access

Agree the exact system, account, object, fields and permitted action. Send credentials through the approved setup route, not in a public demo or shared PDF.

15 · TEAM CONTROL

Give each person the access they need.

Owners and permitted managers can review team access and the account's change history.



Real AssistCall interface · fictional demo data. Optional modules and display currency vary by account. Screenshot values are not UK prices or performance claims.

1

Review changes

See recorded actions and who made them in the enabled change-log view.

2

Set permissions

Use team access to control which modules people can see and change.

3

Check the call record

Business changes and call outcomes are different records; review both when investigating an issue.

Available audit coverage and retention depend on the feature and account configuration. This is not a claim that every possible event is recorded.

GET STARTED

A simple setup. A testable result.

Self-service covers everyday business settings. A custom setup maps your particular workflow and systems.

1 Tell us how the business works

Open the UK product site and send your setup enquiry. Your scope and GBP proposal are confirmed before activation.

2 Complete the account setup

Verify the owner, review the business profile and add approved knowledge. Number activation may require carrier checks.

3 Choose the actions

Select booking, messages, handoff and any supported connection. Give Ava only the actions needed for this workflow.

4 Test, then route calls

Test normal calls, unknown answers, alternate numbers and no-answer handoffs. Forward or route calls after acceptance.

Bring these four things

- Business name, hours, services and approved pricing.
- Knowledge, FAQs and the fields you want collected.
- Calendar, CRM and authorised system access.
- Handoff destinations and a person to approve test results.

Keep control after launch

Review early calls, update approved knowledge and check failed or incomplete actions. Use team permissions for who can view or change the account.

CUSTOM SETUP & SUPPORTED INTEGRATIONS

Your agreed workflow, targeted for 24 hours.

The 24-hour setup service applies to an agreed, supported configuration or integration after the complete brief, approved content, working credentials and permissions are available. Your proposal confirms eligibility and timing. Carrier verification, vendor approval, restricted APIs and larger builds are scheduled separately.

17 · LAUNCH CHECKLIST

Make the first live calls predictable.

Use a small, agreed acceptance test before routing the business line.

The conversation

- The correct business name and concise greeting.
- Approved answers for the most common questions.
- A caller changes language or corrects a detail.
- Unknown or restricted questions reach the fallback.

The actions

- A booking succeeds and the caller hears the right time.
- An unavailable calendar becomes a request.
- A different SMS destination is confirmed.
- A connected system rejects an action safely.

The people

- The intended person receives the transfer.
- No answer produces a clear message fallback.
- The owner can save and verify a business change.
- The team knows where to review calls and follow-ups.

At activation

Confirm the line and forwarding route, UK scheduling, sender readiness, roles, notifications and the person responsible for approving go-live.

After activation

Review early calls and incomplete actions. Adjust the approved knowledge and workflow, then retest any changed booking, messaging or handoff rule.

This guide documents inspected product capabilities and illustrative setup patterns. It does not certify a particular customer account or a vendor connection as live.

NEXT STEPS & RESEARCH

A clear scope before you connect anything.

Choose the outcome first. We will map the account, the system access and the tests needed to make it reliable.

Your UK proposal

Pricing is quoted in GBP for your agreed package. The written proposal should identify the recurring plan, included usage, any setup work, overages, messaging, third-party fees and VAT treatment.

No fixed UK tariff is implied by demo dashboard values. Optional CRM, scheduling, messaging and operations modules depend on your account.

What this guide shows

Screens are captured from the real AssistCall interface using fictional local demo data. Dialogues, records and field mappings are illustrative examples, not customer testimonials or completed vendor integrations.

Vendor logos identify example systems. They do not imply partnership, endorsement or a native connector.

Research & implementation references · checked 6 November 2026

HubSpot · Contacts API ↗

Contact records and associations; an authorised connection and agreed field mapping are required.

developers.hubspot.com

Google Calendar · Create events ↗

Calendar writes require access to the selected calendar.

developers.google.com

Microsoft Graph · Create event ↗

Event creation requires calendar permissions; invitations and time zones must be tested.

learn.microsoft.com

Show us one real workflow.

Tell us the call, the system and the result you need. We will confirm scope, access and a GBP proposal.

Explore AssistCall ↗