



24/7 **Instant** Customer Support

Bring your website to life with the **Essential AI Website Assistant.**

Today's online customers expect **instant 24/7 customer care**, regardless of whether it's midnight or early Christmas morning.

When buyers are browsing, you should be answering.

- **Stop relying** on phone calls and static website forms with 24-hour response times.
- **Start engaging** every website visitor and directing them to action, all while collecting their details and qualifying leads.

Build a **bespoke** AI Website Assistant with [BWcopy.com](https://www.bwcopy.com)

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WARNING

This is not a trend.

It's the new baseline for high-performing business websites.

AI is becoming a standard tool for UK SMEs, increasing efficiency and conversions while reshaping how business gets done online.

Don't get left behind.

The Benefits

What can the **Essential AI Website Assistant** do for my business?



Instant Website Assistance

Answer customer questions the moment they arrive. Deliver friendly, intelligent conversation flows that keep visitors engaged and reduce missed opportunities.



24/7 Lead Generation

Your Assistant never closes. Qualify enquiries, collect details and generate leads around the clock—even while you sleep.



Reduce Lost Sales

Don't let potential customers leave without speaking to someone. Engage visitors instantly and encourage more quotation requests and bookings.



Automate Common Questions

Free your team from answering the same enquiries every day. Your assistant handles FAQs while your staff focus on running the business.

Engage every visitor in real time through **natural, intelligent interactions**.

Top FAQs Answered

We often get asked the following questions:

How much does the Essential AI Website Assistant cost?

It costs a **one-time fee of £1,600** (paid in two instalments) to research, plan, build and launch, plus **£160 per month** for ongoing management. This gives you an entry-level AI-powered website assistant ideal for UK SMEs, with endless scalability opportunities. This does not include **LLM** or **CRM** integration.

How quickly can my business get started with AI?

Getting started is simpler than most businesses expect. Our Essential AI Website Assistant package typically takes **15-20 days** to plan, build, and launch. After launch, management is ongoing, with six-weekly feedback reports and improvement suggestions included.

How is an AI Assistant different from a standard chatbot?

Unlike off-the-shelf chatbots that rely on rigid scripts and generic replies, your AI Website Assistant is professionally designed around your business. It follows intelligent conversation flows, provides accurate responses based on your services and FAQs, guides visitors to the right information and captures enquiries—creating a far more engaging and professional customer experience.

Who owns my business data, and how is it protected?

Voiceflow acts only as a build environment and does not own your data. **You retain full ownership** of all customer interactions, logs and analytics, which remain confidential and are never shared without your consent. Your data is securely stored within **Voiceflow's GDPR-compliant platform**.

Core Package Details

What's included in the plan and build phase?

This package has a one-time build fee of **£1,600**, payable in two instalments. It includes platform costs and up to **15,000 credits** per month, covering **750 - 2,500 customer conversations**, depending on complexity. This is ideal for most SMEs, but if required, top-ups can be purchased at approx. **£45 per 10,000** credits. It also includes:

Establishing Your Needs

- Research Phase
- AI Website Assistant Roadmap (5-8 pages)

AI Agent Building

- **3** Core Intents / Key Objectives
- **3** Conversation Flows [Max. 20 Nodes Each]
- **15** Data Capture Points
- **3** Human Handover Options
- **24/7** Instant Response Guarantee

Website Assistant Testing & Deployment

- Password-Protected Assistant Prototype
- Scripted Tests & Free Testing
- **Launch** AI Website Assistant
- **15-Day** Quality Assurance Guarantee Included

The **management fee** is detailed separately on the next page ...

Management Details

The management fee is **£160 per month**, starting on the day after your post-launch 15-Day Quality Assurance Guarantee ends.

What's included in the monthly management fee?

Conversation Updates

- Update conversation flows and FAQs
- Improve wording and user experience
- Add or amend simple responses

Performance Checks

- Review visitor interactions
- Identify unanswered questions
- Recommend improvements to increase engagement

Website Assistant Health Check

- Ensure the website assistant is working correctly
- Check forms and lead capture are functioning properly

Small Content Updates

- Update business information, services or contact details
- Resolve minor issues within the existing conversation flow

Feedback

- Six-weekly performance report + optimisation recommendations

Scope of Work & Timeline

Deposit Payment Required

To secure your **Essential AI Website Assistant** and commence development, a deposit of **£960** (60% of £1,600) is required. Once payment is received, I'll be in touch with your appointed representative and provide a checklist of the information needed to create your **Essential AI Roadmap**. Development slots are allocated on a first-come, first-served basis.

Approve your Essential AI Website Assistant Roadmap

Receive a bespoke AI Website Assistant strategy (5-8 pages), including objectives, conversation flows, automations and an implementation plan.

Let the Build Commence

I will build your agent according to the agreed strategy.

Assistant Testing [Phase 1]

Receive a secure, password-protected link to review your Website Assistant prototype.

Final Payment Due for Build & Launch

The second invoice for **£640** is issued [remaining 40% of build fee].

Assistant Testing [Phase 2]

Complete testing while I perform final checks, refine functionality and prepare for launch.

AI Website Assistant Launch

I'll work with you or your website manager to deploy your AI Assistant, providing clear step-by-step guidance and support for a smooth, efficient, straightforward launch process.

Turnaround Time: 15 - 20 Days **Subject to client feedback and third-party response times.*



15-Day Quality Assurance Guarantee Kicks In

Your 15-Day Guarantee period begins the day after launch. Includes correction of errors, broken flows and logic issues.



Monthly Management Cycle Begins

Beginning the day after the 15-Day Guarantee period ends and continuing on a rolling monthly basis until cancelled with 30 days' written notice.

Agreement terms

These terms govern the development, deployment & management of your Essential AI Website Assistant.

Service Scope

The Essential AI Website Assistant includes the design, configuration and deployment of a structured website assistant tailored to your business information, services and customer FAQs.

Development & Approval

A draft version will be provided for review and approval before launch. Client feedback will be incorporated within the agreed development scope.

Ownership

The client retains ownership of their business content, customer data and information provided for training the Website Assistant. The assistant configuration and development process remain the property of BW Marketing unless otherwise agreed.

Monthly Management & Support

The monthly management fee covers ongoing monitoring, minor updates, conversation improvements, troubleshooting and performance recommendations. Major changes, additional features or new integrations may incur additional charges.

Client Responsibilities

The client is responsible for providing accurate business information, approved responses, service details and any updates required to maintain accuracy.

Data & Privacy

The Website Assistant will be configured with privacy considerations in mind. The client remains responsible for ensuring their website, policies and data collection processes meet applicable GDPR requirements.

Secure your **Essential AI Website Assistant**

Limited Availability for 2026.

✓ **Flexible Cancellation Terms**

Development fees are non-refundable once work commences due to allocated resources. Monthly services may be cancelled with 30 days' notice.

✓ **No Signature Required**

Payment of the deposit (60% of £1,600) constitutes acceptance of the proposal, payment plan and Agreement Terms contained within this document.

Deposit Amount Due: £960



Got a Question?

Contact me directly with any unanswered questions you have.

Open WhatsApp

