



Aila

When your
phone rings,
Aila answers.



If you're missing calls, you're missing business.

Every missed call could be a new customer, a booking or an urgent enquiry. If no one picks up, they don't wait around. Aila makes sure every call is answered, handled properly and passed on clearly, so nothing slips through the gaps.



85%

of UK callers that go unanswred won't call back.¹

Most will simply move on to the next business. That missed call is often a lost job - and one you've already paid to generate.

45%

of UK SMEs miss inbound calls regularly.²

Nearly half of all calls go unanswred. That's a significant loss of potential revenue happening consistently.

92%

of inbound calls are new business enquiries.³

The vast majority of calls are new opportunities. Miss the call, and you're handing that opportunity elsewhere.

over
50%

of UK customers choose the first business that responds.⁴

Speed of response often determines who wins the work. Answer first, and you're far more likely to secure the job.

1. Source: Message Direct UK / Windsor Telecom / Quality Company Formations — consistently cited across multiple UK sources

2. Source: TelePA survey of 142 UK SMEs (via UBC Flexible Offices / Alliance Virtual Offices)

3. Source: Quality Company Formations blog, June 2025

4. Source: <https://surveybooker.co.uk/survey-booker-lead-response-study>

Choose the **Aila** to suit you.

Both answer your calls 24/7 and capture every detail. The difference is what happens during and after the call.

Aila

100 mins

Aila **+**plus

250 mins



Answers calls 24/7

Answers every inbound call

Day, evening, weekend, bank holiday. Never goes to voicemail. One AI agent with one greeting and one set of routing rules.

1 agent · 1 personality · 1 transfer list

Up to five AI agents

Each with their own greeting, voice, personality, and transfer list. Perfect for businesses with multiple sites or departments.

5 agents · 5 identities · Multi-site ready



Learns about your business

Basic FAQ handling

Callers get answers without waiting. Trained on your website to answer common questions - services, hours, how to get in touch.

2-page knowledge base

Advanced FAQ handling

With a deeper knowledge base. Lead qualification asks the right questions during the call so your team knows what's needed.

5-page knowledge base · Lead qualification



Turns calls into action

Warm transfers

Calls routed to the right person with a spoken summary. If unavailable, captures details so your team can follow up quickly.

Books, changes, and cancels appointments

All in real time via Google Calendar or Outlook. Qualifies the enquiry while the caller is on the line.

Real-time booking · On-call qualification



Captures every detail

Call transcripts

Logged and available on request. Basic call logs saved for 30 days - a written record of every conversation.

Transcripts · 30-day logs

Recordings, summaries, and transcripts

Instant notifications by email, SMS, or Slack so the right person knows when action is needed.

Recordings · Summaries · Slack · 90-day logs



Gets better every day

Call logs

Clear view of your calls - see how many you're receiving and how enquiries are handled. Basic logs help you stay on top of demand.

Call trend reporting and enquiry insights

Show what customers call about and when demand peaks. Analytics and sentiment as add-ons.

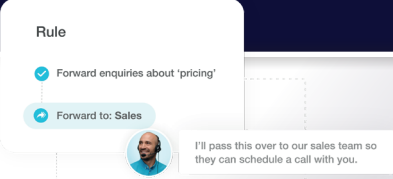
Trend reporting · Insights · Analytics add-on

100 minutes included
1 hour 40 minutes of calls

250 minutes included
4 hours 10 minutes of calls

Never miss a call. **Never miss revenue**

An AI-powered answering service that captures every opportunity, answers instantly, and turns calls into action.



Rule

- Forward enquiries about 'pricing'
- Forward to: Sales

I'll pass this over to our sales team so they can schedule a call with you.

Meeting invitation NEW

Friday, 29 April 2026

11:00 - 11:30AM


Add to calendar Reschedule

Answers calls 24/7

Every missed call is a missed opportunity. 85% of unanswered callers won't call back. Aila makes sure out-of-hours leads are captured and revenue isn't left on the table.

Learns about your business

Callers get instant, accurate answers without waiting for a callback. Fewer follow-ups needed, faster resolution, and your team only handles the conversations that actually need them.



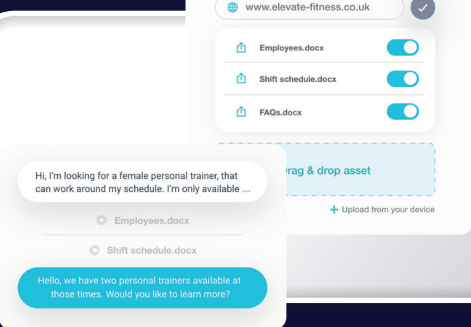
Trend detection

- Working hours asked: 42 times
- Do you offer emergency callouts?: 23 times
- How much is a consultation?: 12 times

Number of calls handled by Aila

30

Date	Number of calls
01/03	10
02/03	12
03/03	15
04/03	30
05/03	18
06/03	15
07/03	12



www.elevate-fitness.co.uk

- Employees.docx
- Shift schedule.docx
- FAQs.docx

drag & drop asset

Upload from your device

Employees.docx

Shift schedule.docx

Hi, I'm looking for a female personal trainer, that can work around my schedule. I'm only available ...

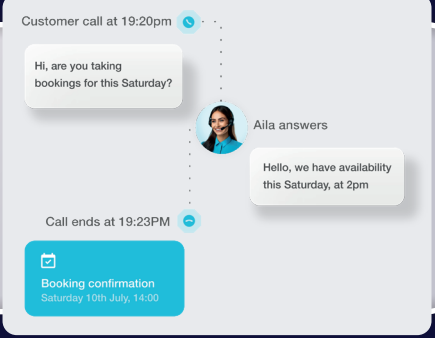
Hello, we have two personal trainers available at those times. Would you like to learn more?

Turns calls into action

Instead of a voicemail your team has to chase, every call becomes a structured handover with context. With Plus, appointments are booked while the caller is still on the line - no second call needed.

Captures every detail

No more "what did they say?" moments. Every conversation is documented, so handovers are clean, CRM stays accurate, and nothing falls between the cracks.



Customer call at 19:20pm

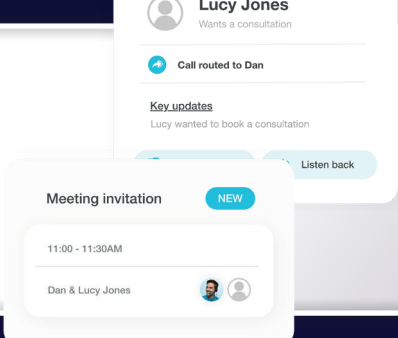
Hi, are you taking bookings for this Saturday?

Aila answers

Hello, we have availability this Saturday, at 2pm

Call ends at 19:23PM

Booking confirmation
Saturday 10th July, 14:00



Lucy Jones
Wants a consultation

Call routed to Dan

Key updates
Lucy wanted to book a consultation

Listen back

Meeting invitation NEW

11:00 - 11:30AM

Dan & Lucy Jones

Gets better every day

You stop guessing what customers are calling about and start seeing the patterns. That insight drives better staffing, better services, and tells you exactly where to focus next.

Start simple. Scale when you need more.

As your business grows, Aila grows with you.

From handling more calls during busy periods, to adding new skills that do more during each conversation, as well as more advanced solutions that connect into your wider systems and workflows.



Add more minutes

Your plan includes a set number of minutes each month. Extra minutes are simply charged at **40p per minute**.



If you go over, there's no need to upgrade your plan. You can add a bundle at a lower rate, such as **500 minutes** or **5,000 minutes**

Upskill Aila's capabilities

If your business grows or your needs change, you can simply teach Aila new skills.



Appointment reminders

Automatically call customers to remind them about upcoming bookings



Follow-up calls

Reconnect with customers after enquiries or missed calls



Lead nurturing

Engage potential customers and move them towards a decision



Website conversations

Capture and respond to enquiries directly from your website



Conversation insights

See what customers are asking and spot patterns in your calls



Sentiment detection

Identify urgent or frustrated callers so nothing important is missed

Need something more advanced?

If your requirements go beyond handling and progressing calls, our Conversational Intelligence Suite is a far more customisable platform, using advanced AI algorithms to integrate calls into your CRM, automating workflows, and analysing every conversation at scale.

What changes
when calls
get answered
by Aila?



Win more of the work you're already generating.

Your competitors stop winning your calls

When someone finds you on Google and taps "Call", they're ready to act. If no one answers, they move on.

Your marketing finally pays off

Every missed call wastes your investment in Google, social media, advertising and building brand credibility.

More enquiries turn into confirmed work

Instead of vague voicemails, you receive clear, ready-to-action enquiries. Less chasing. More bookings.

Run a more efficient, organised business.

You stop losing work without realising it

Missed calls rarely get noticed. Handling calls consistently keeps more work in your pipeline.

You handle busy periods without hiring

Seasonal spikes don't require additional staff or the costs of recruiting, training and covering holidays.

You reduce the chaos behind the scenes

No voicemail backlog. No scribbled notes. Just clear, structured info your team can act on.

Deliver a better experience, every time.

Your business feels established and professional

Even when you're busy, callers hear a clear, confident response. That consistency builds trust, while enhancing callers' perception of your brand and business.

You protect the customers you already have

Every answered call protects the relationships you've already built. Existing customers feel looked after, and new ones get the best possible first impression.

Aila in action.

Our customers are already falling in love with Aila and its ability to manage and direct calls, so they can focus on the day-to-day tasks that keep their businesses growing.

But don't take our word for it. Here are some of the success stories we've already seen first-hand thanks to Aila.





Local Tradesman

Gary runs a four-person electrical business in Bristol.

Between jobs, driving and site work, calls were going unanswered most mornings.

He knew he was losing enquiries but had no way to track how many.

In the first month with Aila, 23 calls were handled while the team was unavailable.

Eleven turned into booked jobs.

At his average job value, that's over £4,000 of work that would have gone to someone else.



Beauty Salon

Sarah's beauty clinic in Leeds had one receptionist covering calls, walk-ins and admin.

During busy periods, calls were going to voicemail and roughly a third weren't being returned the same day.

Aila now handles all inbound calls during peak hours, captures booking requests and sends them straight to the team's inbox.

The receptionist focuses on welcoming customers and making the waiting experience the best it can be.

Nothing gets missed and there are no more arguments on the phone about 'it's only a quick trim... surely you can fit me in', making everyone's experience more positive.

Aila is powered by Focus Group.

With Focus Group behind Aila, you have the reassurance of a service that is secure, compliant and fully supported.

Built on trusted infrastructure and backed by experienced teams, it's designed to give you confidence in how your calls, data and customer interactions are managed.



Protect every conversation

Every call carries customer information, whether it's a name, a phone number, or the details behind an enquiry. Aila is built to handle that responsibility properly.

From the moment a call is answered to how information is stored, security is built into every step. Data is encrypted in transit and at rest, hosted within EU-based data centres, and managed with the controls needed to support your compliance requirements.



Support every business

Getting started is supported from day one, with guided onboarding to help set up your call handling, greetings and routing rules correctly.

Once live, you have access to ongoing support through the portal and phone, so you can make changes, ask questions or resolve issues as they come up. This could be as simple as updating how calls are handled, adjusting messages, or refining how enquiries are captured.

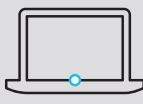
As your business changes, your setup can be updated to match. Whether you're adding new services, handling more calls, or changing how enquiries are managed, support is there to help you keep everything aligned.



Voice



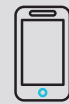
Cyber



IT



Connectivity



Mobile



Energy