

PROPOSAL AND SERVICES GUIDE

AI assistants that turn website visitors into better enquiries.

A client guide to KSJ AI Website Assistant setup, monthly support, enquiry routing and practical usage expectations.

CURRENT SERVICE OPTIONS

£299

ASSISTANT SETUP

From

£49+

MONTHLY SUPPORT

From / month

Usage

ALLOWANCE AGREED

By scope

PREPARED BY KSJ GROWTH

Liverpool | Supporting businesses across the UK

THE WEBSITE ENQUIRY PROBLEM

Many website visitors have questions before they are ready to fill in a form.

A KSJ AI Website Assistant gives visitors a faster way to understand your services, ask common questions and choose the right next step. The aim is not to replace human sales. It is to remove friction before the enquiry is lost.

01

ANSWER

Respond to common questions about services, pricing, process and contact routes.

02

QUALIFY

Collect useful context so the enquiry is clearer before a human follows up.

03

ROUTE

Point people towards WhatsApp, email, booking links or the contact form.

THE COMMERCIAL AIM IS SIMPLE: FEWER DEAD-END VISITS.

If a visitor is interested but unsure, the assistant can explain the next step, handle repeated questions and make the website feel more responsive even outside working hours.

ASSISTANT SETUP AND SUPPORT

A branded assistant built around the real business.

The service covers the practical setup needed to make the assistant useful: knowledge, behaviour, prompts, placement, enquiry routing and clear support boundaries.

01 BUSINESS KNOWLEDGE

Service information, FAQs, pricing notes, process and contact instructions.

02 ASSISTANT BEHAVIOUR

Tone, rules, suggested answers and the boundaries it should not cross.

03 WEBSITE PLACEMENT

Floating assistant button positioned so it is visible without cluttering the page.

04 LEAD ROUTING

Clear routes to WhatsApp, email, contact forms or booking pages where appropriate.

05 TESTING

Practical checks against common customer questions before launch.

06 MONTHLY SUPPORT

Knowledge updates, light optimisation and usage monitoring within agreed limits.

IMPORTANT NOTE

Monthly support is priced from £49 per month for light-use assistants. Heavier website traffic, frequent knowledge updates or more advanced workflows may require a higher monthly plan.

A SIMPLE CUSTOMER JOURNEY

The assistant should guide visitors towards action, not trap them in chat.

The best assistant is useful, concise and commercially aware. It should answer the question, then help the visitor choose the next sensible step.

01 VISITOR ASKS A QUESTION

The assistant responds using approved business information rather than generic sales copy.

02 ASSISTANT CLARIFIES THE NEED

It asks short follow-up questions where useful: service, location, urgency, budget or preferred contact route.

03 VISITOR RECEIVES A CLEAR ROUTE

The assistant suggests the most relevant service, page, WhatsApp route, email or contact form.

04 BUSINESS GETS BETTER CONTEXT

The conversation can prepare the visitor to send a more useful enquiry instead of a vague message.

USEFUL, BUT CONTROLLED

A good AI assistant needs clear limits.

KSJ AI assistants are designed for customer guidance and enquiry support. They should not invent policies, promise results, give regulated advice or replace proper human judgement.

APPROVED KNOWLEDGE

The assistant should be based on supplied business information, website content, FAQs and agreed answers.

HUMAN HANDOVER

When a question is complex, sensitive or sales-ready, the assistant should route the visitor to a person.

NO GUARANTEES

The service improves the enquiry route but cannot guarantee leads, sales, rankings or campaign performance.

PRIVACY AWARE

The setup should avoid asking for unnecessary sensitive data and should align with the site's privacy approach.

REVIEW CYCLE

The knowledge base may need updates as offers, prices, opening times or services change.

CLEAR PRICING STRUCTURE

Start with setup, then match monthly support to usage.

AI assistant pricing has two parts: the initial setup work and the ongoing monthly support or usage allowance. The exact plan is confirmed before launch.

From £299

INITIAL SETUP

One-off

- Business knowledge and FAQ setup
- Assistant tone and rules
- Website placement
- Initial testing

From £49/month

MONTHLY SUPPORT

Ongoing

- Light usage allowance
- Minor knowledge updates
- Basic monitoring
- Support for small changes

USAGE RULES

- Monthly fee includes the agreed support and usage allowance stated in the written scope.
- Busy websites, high conversation volume or advanced integrations may require a higher monthly plan.
- Third-party platform availability, API costs and model rules can change over time.
- Any significant rebuild, new service area or major knowledge rewrite is quoted before work begins.

PERSONALISE BEFORE SENDING

Your recommended AI assistant route

Complete these fields for the prospect, then save or print a personalised copy.

CLIENT OR BUSINESS NAME

PROPOSAL DATE

VALID UNTIL

RECOMMENDED ASSISTANT SETUP

INVESTMENT

SCOPE SUMMARY

DEPENDENCIES, ACCESS AND USAGE NOTES

This guide is not a contract. Final scope, payment terms, usage allowance, ownership and cancellation terms are confirmed in a separate written services agreement.

READY TO MOVE FORWARD

Turn repeated website questions into clearer enquiries.

1 Confirm the website, services, customer questions and preferred contact routes.

2 Agree setup scope, monthly support level and usage expectations.

3 Provide access, FAQs, pricing notes and any important business rules.

4 Build, test and launch the assistant on the agreed website pages.

5 Review early conversations and refine the assistant where useful.

START THE CONVERSATION

inquiries@ksjgrowth.com

<https://ksjgrowth.com/contact-us/>

Prices and availability may change. The current written proposal takes precedence over this general services guide.