

VOL. 01 – AI &amp; AUTOMATION

# What we *automate.*

A complete field guide to AI automation for UK and UAE small businesses — the six systems we build, what each one costs, what it saves, and how we deploy it inside two to three weeks.

CUSTOM-BUILT

NOT OFF-THE-SHELF

AVG. 14 HRS SAVED/WEEK

LIVE WITHIN 2 WEEKS

FREE AUDIT INCLUDED

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A working reference, designed to be read end-to-end or used as a menu. Every automation in this guide is custom-built — designed around your workflows, your voice, and your tools — not configured from a template.

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## THE HONEST CASE

# Hours lost to work a machine does *better*.

Think about the last five working days. How much of your time went on responding to the same customer questions you have answered a hundred times before? How many leads came in and waited hours — or days — for a follow-up because you were busy with something else? How many appointment reminders did you send manually? How many invoices were chased by hand?

Now multiply each of those hours by fifty-two weeks.

For most small business owners, the honest answer to that calculation is somewhere between **five hundred and a thousand hours per year** — spent on tasks that are necessary, repetitive, and completely automatable. Tasks that have nothing to do with the part of your business that only you can do: the relationships, the expertise, the judgement, the creative work that actually creates value.

*AI automation does not replace what makes your business human. It handles the mechanical, repetitive work that surrounds it — so you get those hours back and spend them where they actually matter.*

Vistoplex builds **custom** AI automation systems for UK small businesses. Not generic tools configured from a template. Custom-built systems designed around the specific workflows of **your** specific business — the way your enquiries arrive, the way your team responds, the way your customers expect to be treated.

## 10–20h

SAVED PER WEEK  
ACROSS AUTOMATIONS

## 2–3wk

FROM AUDIT TO  
FULL DEPLOYMENT

## 4–10wk

TYPICAL PAYBACK  
PERIOD

# 01

ENQUIRY / FRONT-OF-HOUSE

DEPLOYMENT  
10-14 WORKING DAYS

## Customer Enquiry Chatbot.

*An AI chatbot handles routine enquiries automatically, 24/7 — answering questions in natural language, qualifying leads, and routing complex queries to your team — in your brand voice.*

Your customers don't keep business hours. Every enquiry that receives no immediate response is a potential customer whose experience of your business begins with being ignored. Our chatbots are trained on your actual business — your services, pricing, processes, tone — and respond accurately in a voice that sounds like you.

The system handles the routine, escalates anything sensitive or ambiguous to a real human, and logs every interaction directly into your CRM with full context. Customers often don't realise they're speaking to an automation. That is the point.

### WHAT IT HANDLES

- Answering FAQs about services, pricing, and process
- Collecting contact information for CRM
- Web, WhatsApp, Messenger, Instagram DM
- Qualifying new enquiries with defined screening questions
- Booking discovery calls directly into your calendar
- Multi-language including Arabic for UAE clients

### TIME SAVED

**2-3h**

per day, 10+ daily enquiries

### STAFF COST EQUIVALENT

**£537-806**

per month, at UK NLW

### INVESTMENT

**£799 +**

build · £149/mo mgmt

**PAYBACK UNDER 6 WEEKS**

## 02

LEADS /  
CONVERSIONDEPLOYMENT  
7-10 WORKING DAYS

## Lead Follow-Up Automation.

*Automatically sends a personalised follow-up sequence within minutes of every new enquiry — no manual action required. Businesses responding within five minutes are far more likely to convert.*

Most small businesses can't respond to every lead within five minutes manually. By the time someone gets to it, the lead has emailed two competitors. Automation eliminates the delay entirely — a thoughtful, on-brand response fires within seconds of the enquiry landing.

The sequence branches on behaviour: leads who open but don't reply get a different path from leads who don't open at all. For businesses receiving twenty or more leads per month, recovering even three or four that would have gone cold has meaningful revenue impact.

### WHAT'S INCLUDED

- Trigger setup across all enquiry sources
- Personalised 3-5 message email sequence
- SMS follow-up integration where appropriate
- CRM integration with full interaction history
- Sequence branching based on lead behaviour
- GDPR-compliant unsubscribe management

### LEADS RECOVERED

**25-40%**

that would otherwise go cold

### MONTHLY REVENUE IMPACT

**£800-3k**

typical, depends on sector

### INVESTMENT

**£699 +**

build · £99/mo mgmt

### ● PAYBACK ON FIRST RECOVERED LEAD

# 03

BOOKINGS / SCHEDULING

DEPLOYMENT  
7-14 WORKING DAYS

## Booking & Reminder Automation.

*Customers book online at any time without staff involvement. Automated reminders reduce no-show rates by 40-60% — most valuable for healthcare, beauty, legal, and any appointment-dependent business.*

Appointment-based businesses face two problems automation solves simultaneously: the administrative burden of managing bookings, and no-shows that leave gaps in the diary and lost revenue that can never be recovered.

For businesses where every appointment represents significant revenue, a 40-60% reduction in no-shows alone typically covers the automation cost many times over within the first month.

### WHAT'S INCLUDED

- Online booking calendar with live availability
- Automated confirmation email and SMS
- Reminder sequence — typically 48hr and 2hr
- Cancellation and rescheduling management
- Post-appointment review or rebooking prompt
- Payment collection at booking where required

### TIME SAVED

**1-2h**

per day, admin overhead

### NO-SHOW REDUCTION

**40-60%**

typical first-month impact

### INVESTMENT

**£599 +**

build · £99/mo mgmt

**PAYBACK UNDER 4 WEEKS**

# 04

SOCIAL / MARKETING  
OPS

DEPLOYMENT  
5-10 WORKING DAYS

## Social Media Scheduling *Automation.*

*Pre-approved content auto-publishes across all social platforms at optimised times — reducing social media management from hours of daily tasks to a single weekly content review session.*

Posting consistently across Instagram, TikTok, Facebook, LinkedIn, and X requires daily operational attention most small businesses can't sustain. The typical pattern is bursts of activity followed by weeks of silence — precisely what algorithms penalise.

Scheduling automation removes the daily burden while maintaining the consistency audiences and algorithms reward. One weekly review session replaces five hours of daily posting work.

### WHAT'S INCLUDED

- ✓ Instagram, TikTok, Facebook, LinkedIn, X setup
- ✓ Content calendar with approval workflow
- ✓ Optimal send-time analysis per platform
- ✓ Story and Reel scheduling where supported
- ✓ Content repurposing across platform formats
- ✓ Performance data into your reporting dashboard

### TIME SAVED

**3-5h**

per week

### STAFF COST EQUIVALENT

**£159-265**

per month, at UK NLW

### INVESTMENT

**£399 +**

build · £79/mo mgmt

**PAYBACK UNDER 6 WEEKS**

# 05

ADMIN / BACK-OFFICE

DEPLOYMENT  
10-21 WORKING DAYS

## Invoice & Admin Workflow Automation.

*Automates invoice generation, payment reminders, client onboarding, and routine administrative processes — eliminating three to eight hours of low-value work per week that provides no strategic value.*

Administrative work is the silent tax on small business productivity. Invoice generation, payment chasing, client onboarding paperwork, data entry — each individually manageable, collectively substantial.

We audit your specific workflows and build the specific automations that produce the fastest return. The most common: invoice automation and payment chasing — work most humans find uncomfortable to do with the consistency a machine handles effortlessly.

### WHAT'S INCLUDED

- Invoice generation on completion or schedule
- Client onboarding document workflows
- Xero, QuickBooks, FreeAgent integration
- Payment reminders at defined intervals
- Contract generation and e-signature
- Auto-delivered weekly or monthly reports

### TIME SAVED

**3-6h**  
per week

### STAFF COST EQUIVALENT

**£159-318**  
per month, at UK NLW

### INVESTMENT

**£799 +**  
build · £129/mo mgmt

**PAYBACK UNDER 8 WEEKS**

# 06

CRM / DATA  
LAYER

DEPLOYMENT  
14-21 WORKING DAYS

## CRM & Customer Data Automation.

*Automatically captures, organises, and manages customer data across all systems — enabling personalised, timely communication with your entire customer base at scale, without dedicated marketing resource.*

Your CRM is only as valuable as the data it contains. For most small businesses, that data is incomplete, out of date, and manually maintained. CRM automation changes this: every customer interaction is captured and recorded automatically. The data is always current.

And the triggered communications built on it — messages fired by specific behaviours or lifecycle stages — work reliably because the underlying data is accurate. This is the foundation that makes every other automation in this guide more effective.

### WHAT'S INCLUDED

- HubSpot, Salesforce, or Pipedrive setup
- Contact capture across all enquiry sources
- Lead scoring on defined criteria
- Pipeline stages advancing on behaviour
- Triggered email and SMS on CRM events
- Integration with all other Vistoplex builds

### FOUNDATION FOR

**All 5**

other automations

### DATA ACCURACY LIFT

**~95%**

vs. manual maintenance

### INVESTMENT

**£899 +**

build · scoped per CRM

### COMPOUNDS RETURNS OF ALL OTHER AUTOMATIONS

## THE COMMERCIAL CASE

# The economics — at a *glance*.

The commercial case for AI automation is straightforward: the cost of implementing and maintaining an automation is almost always significantly lower than the cost of the time it saves. Figures below use the UK National Living Wage (£12.21/hr) as the staff cost baseline.

## 01 · ENQUIRY

## AI Enquiry Chatbot

BUILD	From £799
MONTHLY	From £149
SAVES	£537-806 / mo

PAYBACK UNDER 6 WEEKS

## 02 · LEADS

## Lead Follow-Up

BUILD	From £699
MONTHLY	From £99
GENERATES	£800-3k / mo

PAYBACK ON FIRST RECOVERED LEAD

## 03 · BOOKINGS

## Booking & Reminders

BUILD	From £599
MONTHLY	From £99
SAVES	£269-537 / mo

PAYBACK UNDER 4 WEEKS

## 04 · SOCIAL

## Social Scheduling

BUILD	From £399
MONTHLY	From £79
SAVES	£159-265 / mo

PAYBACK UNDER 6 WEEKS

## 05 · ADMIN

## Invoice & Admin

BUILD	From £799
MONTHLY	From £129
SAVES	£159-318 / mo

PAYBACK UNDER 8 WEEKS

## ALL SIX · STACK

## Full Automation Stack

BUILD	From £2,499
MONTHLY	From £449
SAVES	19h+ / wk

PAYBACK 6-10 WEEKS

## WHY CUSTOM-BUILT

# Why we build *custom* — not configure templates.

There is no shortage of automation tools available to small businesses. Platforms exist that let businesses connect their existing tools and create basic automated workflows. For simple, single-step automations, these tools work adequately.

The limitations appear when the requirement is more sophisticated — when the chatbot needs to understand context across a multi-turn conversation, when the lead follow-up needs to branch based on what the lead does and does not do, when the automation needs to sound like *your* business and not like a piece of software.



## CUSTOM BUILD

**Sounds like your business** — trained on your services, pricing, tone, and processes. Customers often don't realise it's automated.



## GENERIC TEMPLATE

**Generic voice and logic** — responds with scripted patterns that don't match your brand. Customers can tell immediately.



## CUSTOM BUILD

**Branches on behaviour** — different paths for leads who open but don't reply versus those who don't open at all.



## GENERIC TEMPLATE

**Linear sequences only** — sends the same messages in the same order regardless of how the lead is behaving.



## CUSTOM BUILD

**Integrates exactly** — connects with your specific CRM, calendar, accounting software, and tools — not a subset of popular ones.



## CUSTOM BUILD

**Documented and maintainable** — every system includes full documentation so it can be updated, extended, or handed to another developer if needed.

## HOW WE BUILD IT

# Four stages. Live within *weeks*.

Every automation begins with a free structured audit — not a package recommendation. We identify the highest-value opportunities first, then build in the order that generates the best return.

## 01 Free Automation *Audit*

A structured review of your business workflows — mapping where your time goes, identifying the most time-consuming repetitive tasks, and quantifying the cost each one represents. The audit produces a prioritised opportunity report. Free, no obligation, yours to keep.

45 MINUTES

NO OBLIGATION

WRITTEN REPORT

## 02 Design & *Specification*

For each automation approved for build, we produce a detailed specification — exactly how the system works, what triggers it, what it does at each step, how it handles exceptions, and how it integrates. Reviewed and approved by you before any build begins.

CLIENT-REVIEWED

EXCEPTION HANDLING

INTEGRATION MAPPED

## 03 Build & *Test*

We build to specification and test thoroughly — edge cases, failure scenarios, and integration stress testing — before a live walkthrough with you. Adjustments are made before deployment. We do not launch automations that have not been reviewed and approved.

EDGE CASE TESTED

LIVE WALKTHROUGH

PRE-LAUNCH APPROVAL

## 04 Deployment & *Handover*

The approved automation goes live. We monitor it for the first 48 hours post-launch. We then provide a structured handover — including a recorded walkthrough — so your team understands what it does and can brief customers accurately.

48HR MONITORING

RECORDED HANDOVER

ONGOING SUPPORT

NEXT STEP

# Start with a free *automation* *audit.*

Before any build is proposed or any cost discussed, we conduct a free structured audit of your business workflows — identifying exactly where your time is going, which tasks are costing you most, and which automations will generate the best return for your specific business.

*The audit takes approximately 45 minutes and produces a written report you keep regardless of whether you proceed. Most clients find it reveals time losses they had not fully quantified — and an ROI case more compelling than they expected.*

BOOK YOUR FREE AUDIT

[vistoplex.com / book](https://vistoplex.com/book)

OR EMAIL US DIRECTLY

[hello@vistoplex.com](mailto:hello@vistoplex.com)

```
> audit.length = 45 minutes  
> audit.cost = £0  
> audit.report = yours_to_keep  
> deployment = within 2-3 weeks
```

FREE AUDIT · CUSTOM-BUILT — NOT OFF-THE-SHELF  
LIVE WITHIN 2-3 WEEKS · UK AND UAE BUSINESSES WELCOME