



AI RECEPTIONIST

11 calls in three days. 2 of them mattered.

We diverted our founder's mobile to our own AI assistant for a normal few days. Here is what it did with each call.

Swipe →



THE SETUP

We put our own AI on our own phone

When the owner can't answer, his mobile rings through to Arlo, our AI assistant.

Arlo answers, works out who is calling and why, takes a proper message, and then acts on it.

MONDAY TO THURSDAY

What actually came in

- 4 robocalls and scams, all turned away politely
- 5 callers who hung up without a word, each one still logged with the number
- 2 real calls from a supplier, each texted to the owner as soon as it ended

THE SCAM

"You picked a Rolex from our online store"

An overseas caller opened with an offer nobody had asked for.

Arlo gave nothing away and ended the call. The owner got a one-line note about it, and his day carried on.

THE ROBOCALL

It rang twice, so it went on the list

The same automated recording rang on Monday and again on Wednesday evening.

Any number turned away twice goes on a nuisance list by itself. Next time it gets one polite line.

THE ONES THAT MATTERED

That evening the owner texted Arlo: "who called today?"

The reply listed every call with its time: both supplier calls and what they wanted, and the two callers who hung up.

Nobody had to listen to a voicemail.



BEYOND THE MESSAGE

It does the next step as well

- Books a Teams call into a free slot while the caller is still on the line
- Emails them the invite and texts them to confirm
- Remembers everyone across calls, email, texts and LinkedIn
- Forwards the emails that need you, and answers the rest

THE LESSON

Most calls are not worth your time

The trouble is that you only find out by answering them.

An assistant that answers every one, and passes on only what matters, gives you that time back.

base¹

Your turn

How many calls did your business miss last week?

And how many of them do you think mattered?

Want to hear it? Ring 020 3004 2081 and try to sell it something.