

Every call answered. Only the ones that matter reach you.

Aria answers your business line. Arlo answers your own mobile when you can't. Both turn away the junk, take a proper message and then act on it. They text the caller, book the meeting and remind you later.

TRY HER YOURSELF

Call

020 3004 2081

Any hour. Ask her anything, or try to sell her something.

Email

aria@baseone.uk

She answers that as well.

Text

07588 684531

She reads it and texts you back.

LinkedIn

go.base1.uk/meetaria

She replies as the page.

Three days on our own phone

We diverted our founder's mobile to Arlo. Between Monday afternoon and Thursday lunchtime, other people rang it 11 times.

4

robocalls and scams turned away, including an overseas scam

5

hung up without speaking, each still logged with its number

2

were real, and each reached the owner as a text

24/7

every call answered, evenings and weekends included

9 in 11

calls in our first three days were not worth taking

£1.02

an hour for Aria, round the clock, on the 12-month plan

5

channels: phone, texts, email, Teams and LinkedIn

What they do

They do more than take messages. Each one runs on a record of everyone who has been in touch, on any channel, so a caller who says "did you get my email?" gets a real answer.

ARIA, ON YOUR BUSINESS LINE

- Answers every call in a natural British voice, as many at once as ring
- Turns away sales pitches, scams, debt collectors and robocalls politely
- Takes a full message and texts it to you with a link to the transcript
- Books a Teams call into a free slot in your diary while they are on the line
- Recognises returning callers and knows what they last said
- Ends the call herself once she has what she needs

ARLO, ON YOUR OWN MOBILE, AND BOSS MODE

- Answers the calls you can't take, and screens them the same way
- He knows your number, so ringing him opens tools nobody else gets
- "Any updates?" "Who called today?" "What was their number?" read out digit by digit
- Reads you your diary and your list, books meetings, moves them once you say so
- "Remind me to chase the quote on Thursday" goes straight on the list
- "Text me that" or "email me all of it", and the same by text and in Teams

EMAIL

Runs the company inbox, or one of her own. She reads attached PDF, Word, Excel and PowerPoint files, and each sender's signature to work out who they are. She answers most messages herself and forwards anything important straight to you.

TEXT MESSAGES

Customers can text her and get an answer back. You can text her too, as you would a colleague: "who called today?" or "text Sarah that I'm running late".

MICROSOFT TEAMS

Chat with her as you would with a colleague. She can look anyone up, send email, book meetings and manage your list, and she remembers the conversation.

LINKEDIN

Answers your company page's messages and comments as the page, then checks that each reply went out under the page's name. Scores the people who engage with your posts and adds the good ones to your CRM.

FOLLOW-THROUGH

Every promise made on any channel becomes a dated task, and she chases you at 10am and 3pm.

A morning brief at 7.30 on weekdays: what's overdue, what's due today and who got in touch.

A prep note before each meeting covering who's coming and everything you've heard from them.

Your team still answers first

Your phones ring as normal. Whatever nobody picks up goes to Aria instead of voicemail. Mark your best clients once and she will never screen them.

The four things she always asks you about

- 1 Moving or cancelling your meetings
- 2 Giving out your mobile or email
- 3 Anything with money attached
- 4 Legal matters, complaints or the press

Real calls from this week

These are from our own phone line. We have left out the callers' names.

Wednesday

09:21 to 17:05

A supplier rang twice about a broadband fault

Arlo took both messages. Each one reached the owner as a text, with the caller's number and a link to the transcript. That evening the owner texted Arlo to ask who had called, and got this back:

Hey Arlo, who called today?

Today's calls:

09:16, silent hang-up, no message.

09:21, the broadband supplier about the fault, said they'd ring back within the hour.

14:28, silent hang-up, no message.

15:42, the supplier again, checking it's sorted. No callback needed unless it's still playing up.

That's it, nothing else today.

The real reply, with the caller's name and numbers taken out

Thursday

09:50

"You picked a Rolex from our online store"

An overseas caller opened with an offer nobody had asked for. Arlo recognised a scam, gave away nothing and ended the call. **It cost the owner nothing more than a one-line text.**

Monday and Wednesday

16:34 and 19:46

The same robocall, twice

An automated recording rang, claiming the matter was urgent, and Arlo turned it away. It rang again on Wednesday evening. **Any number that has been turned away twice goes on the nuisance list automatically, and next time it gets one line.**

All week

5 calls

Callers who hung up without speaking

Each one was still logged with the number and time, in case it turned out to matter.

What happens when...

We have tested each of these on the live system. They show how Aria and Arlo decide what to do.

A prospect wants 30 minutes with you

She checks your diary while they wait and offers two or three free times. She books the one they pick. They get the Teams invite by email and a text to confirm, and nothing is ever double-booked.

"Did you get my email?"

She searches every channel while they wait, then tells them when it arrived and what it was about. She never guesses.

A key client opens with something that sounds like a pitch

You marked them once, so they are never screened. She takes a full message, marks it urgent and puts their name at the top of your text.

A tender lands in the inbox with a PDF

She reads the attachment. Because money is involved, she sends a warm holding reply and hands the rest to you with a summary.

Someone messages your LinkedIn page at 10pm

She answers as the page and checks that the reply went out under the page's name. In the morning you can see what they said and what she told them.

You're driving and need a number

Ring Arlo and ask what came in. He reads out each caller's number one digit at a time, then texts it to you. "Remind me to chase them on Thursday" goes straight onto your list.

What she will never do

She will never put a caller through, give out your mobile, tell anyone what is in your diary or say where you are. She will not agree a price or a contract, move your meetings, name your clients or claim to be human. Your diary and your list can only be reached from your own phone: for any other caller, those tools do not exist on the call. If any part stops working, you hear about it in Teams straight away.

When she hands it to you

She still replies to the person first, so nobody is left waiting. Then she tells you what they want and what she said, in Teams or by text, forwards the email if there was one, and adds it to your list so it gets chased.

Works where you already work

There is no new app to learn. Aria and Arlo plug into the tools your business already runs on, and do the work inside them.

PHONE

Your phone numbers

Keep your business number, or take a new one. Your own mobile diverts to Arlo when you can't answer. Every call is answered, recorded and summarised.

MICROSOFT 365

Outlook, Teams and SharePoint

She answers your inbox, books into your Outlook calendar with a Teams link and chats with you in Teams. Every call recording and transcript is filed in your SharePoint.

CRM

Your CRM

New enquiries, callers and good leads land in your CRM with the notes attached, so your pipeline fills itself. GoHighLevel is built in.

LINKEDIN

Your company page

She answers messages and comments as the page, and picks out the people engaging with your posts who look like buyers.

TEXTS

Text messages

Customers text her and get an answer. You text her like a colleague, and she texts you what matters.

YOUR TEAM

Your people, first

Your team still answers first, and she picks up what they miss. If anything stops working, you hear about it in Teams straight away.

AI RECEPTIONIST

Aria

£497 a month, plus £3,000 to set up

Or £747 a month with nothing upfront, on a 12-month plan. Calls and texts billed on top each month, itemised.

AI PERSONAL ASSISTANT

Arlo

£297 a month, plus £2,000 to set up

Or £464 a month with nothing upfront, on a 12-month plan. Calls and texts billed on top, itemised.

Call her

020 3004 2081

Any time, day or night.

Text her

07588 684531

She texts back.

Email her

aria@baseone.uk

She answers that too.

Message her on LinkedIn

go.base1.uk/meetaria

She replies as the page.

Would you rather talk it through with a person? Book a call at go.base1.uk/meetwithmatt