

The phone rings. Somebody always answers it.

Aria answers your business line, every call, at any hour. Arlo answers your own mobile when you can't. They take a proper message, turn away the junk, book the appointment and tell you what needs you.

The calls a small business loses

Not the ones you answer. The ones that come while you are serving, driving, on a job or asleep.

Nobody free lunchtime rush, a chair full, a customer at the counter

After hours the enquiry at 9pm that rings the next place in the morning

Voicemail most people hang up rather than leave one

TRY HER YOURSELF

Call

020 3004 2081

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

Text

07588 684531

She reads it and texts you back.

Email

aria@baseone.uk

She answers that as well.

LinkedIn

go.base1.uk/meetaria

She replies as the page.

24/7

every call answered, evenings and weekends included

All at once

ten callers at the same time all get answered

£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 customer who says "I rang last week" gets a real answer.

ARIA, ON YOUR BUSINESS LINE

- Answers every call in a natural British voice, as many at once as ring
- Answers the questions you are asked all day, from your own words
- Takes a full message and texts it to you, with a link to the transcript
- Books an appointment into a free slot while the caller is on the line
- Turns away sales pitches, scams and robocalls politely
- Recognises returning callers and knows what they last said

ARLO, ON YOUR OWN MOBILE

- Answers the calls you can't take, and screens them the same way
- When you ring him: "Any updates?" "What was their number?"
- Reads you your diary and your to-do list
- Books and cancels meetings, checking for clashes first
- "Remind me to ring them back on Thursday"
- Texts or emails you anything too long to say out loud

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 them that we're running an hour 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. Picks out the people engaging with your posts who look like buyers.

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: what's overdue, what's due today and who got in touch overnight.

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 customers once and she will never screen them.

The four things she always asks you about

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

Boss mode

Everything above is what your customers get. This is what you get. Ring your own assistant from your own mobile and he knows it is you, and a second set of tools opens up that exists for nobody else.

ASK HIM WHAT HAPPENED

- "Any updates?" "Who called today?" "Anything from the builders?"
- He reads back who rang, what they wanted and what he told them
- "What was their number?" He says it one digit at a time, so you can write it down
- "Text me that" and it arrives while you are still on the call
- He can look up anyone by name and tell you every call, text and email they have sent

RUN YOUR DAY WITHOUT STOPPING

- "What's on tomorrow?" He reads your diary, in order, with the times
- "Put an hour in on Thursday afternoon" and it is in your calendar before you hang up
- "Move the two o'clock" or cancel it, once you have said so
- "Remind me to chase that quote on Monday" goes straight onto your list
- "What's still outstanding?" and he reads the list, oldest first
- "Email me all of that" for anything too long to hear

SAME ASSISTANT, BY TEXT AND IN TEAMS

Text him from your mobile the way you would text a colleague: "who called today?", "text them I'm running late", "what's on this afternoon?" You get the same answers in Microsoft Teams, where he can also send email, book meetings and manage your list, and where he remembers the conversation.

HE TELLS YOU BEFORE YOU HAVE TO ASK

A morning brief at 7.30: what's overdue, what's due today and everything that came in overnight. A prep note before each meeting. A text the moment something genuine comes in. And if a call ever drops, you get the caller's number straight away so you can ring them back.

Only for you

He knows it is you because of the number you are ringing from. For anybody else on the line, your diary, your list and your messages simply do not exist as things he can reach. He will not say where you are, what is in your diary, or give out your mobile, whoever is asking and however they ask.

A REAL TEXT EXCHANGE WITH ARLO

You Hey Arlo, who called today?

Arlo Three calls. 09:16, silent hang-up. 09:21, your broadband supplier about the fault, said they would ring back within the hour. 15:42, the same supplier checking it is sorted, no callback needed unless it plays up again. Nothing else today.

Sent from a mobile, answered in seconds. He gives the numbers too if you ask for them.

Included as standard: every call recorded, transcribed and filed where your team can find it. A number that has been turned away twice goes on the nuisance list and gets one line next time. Your best customers marked once and never screened. An alert to you the moment any part of it stops working. An itemised phone bill every month, so you can see exactly what the line cost.

Taking the booking

Most calls to a small business are somebody trying to book something: a table, a room, an appointment, a visit or half an hour of your time. This is the part she is built for.

What she does today

- Reads your Microsoft 365 diary and offers only times that are genuinely free
- Books the one the caller picks, with a Teams link when it is a call
- Emails them the invitation and texts them to confirm
- Works around the hours and the gap between jobs that you set
- Never double-books, and never moves or cancels anything without you
- Texts your own booking link when the caller would rather choose later

Connected to your booking system

- Table booking, appointments, jobs and rooms, in the system you already use
- She reads its availability and writes the booking back into it
- Your system stays in charge, so your staff see bookings exactly as they do now
- Deposits and payments go to your own payment link, never to her
- Where a supplier does not open their system up, she texts their booking link instead
- No system at all? She can keep the diary for you from day one

How a connection gets built

We look at the system you use, check what it lets us do, and give you a straight answer before you spend anything. Some open up completely, some need us to be approved as a partner first, and a few stay shut, in which case she takes the booking as a message and texts the caller your own link. Table booking, salon and clinic diaries, and job management for trades are the usual ones we are asked for.

WHAT A BOOKING CALL SOUNDS LIKE

Caller Hi, have you got a table for eight on Saturday evening?

Aria Let me have a look for you. Saturday the 27th, party of eight. I can do 6.30 or 8.45. Which suits?

Caller 6.30, please. One of us is gluten free.

Aria Booked for 6.30 under your name, and I have put the gluten free note on it so the kitchen sees it. I'll text you to confirm. Is this the best number?

She only ever offers times the diary says are free, and she puts nothing on the booking that she was not told.

Filling the gaps, not just taking calls

A cancellation at four o'clock leaves a hole in tomorrow. She can work the waiting list by text, offer the slot to the people who wanted it, and book whoever answers first.

Fewer no-shows

A text the day before, a reply that actually gets read, and a rebooking offered on the spot when somebody cannot make it.

Where she fits

The same assistant, pointed at the calls your trade actually gets.

TODAY works now, on any phone line. **CONNECT** needs a link to your booking or job system, which we check first.

Pubs, bars and taprooms the phone rings hardest when the bar is busiest

- **TODAY** Table and large group enquiries taken in full: date, time, headcount, occasion
- **CONNECT** Booked straight into your table system, or your booking link texted over
- **TODAY** Opening hours, kitchen times, parking, dogs, the match, step-free access
- **TODAY** Private hire and function enquiries, with your event pack emailed while they are keen
- **TODAY** Allergy questions never guessed at: she takes the details and the kitchen confirms
- **TODAY** Trade and wholesale calls sent to the right inbox instead of a voicemail
- **TODAY** Draymen and deliveries lost at the gate, texted to the duty manager at once
- **TODAY** Staff ringing in sick at 6am, logged and passed to whoever is covering
- **TODAY** Lost property and "did I leave my card behind" handled without pulling anyone off the floor
- **TODAY** Tour, tasting and ticket questions answered, with the link texted over

Restaurants service is the worst time to answer a phone

- **TODAY** Every call through service answered, instead of ringing out at the pass
- **CONNECT** Bookings, changes and cancellations in your own diary
- **TODAY** Set menus, corkage, children, dietaries and the Christmas menu, from your own words
- **TODAY** Large parties and set menu deposits passed to a manager, never agreed by her
- **TODAY** Late arrivals and running-late calls texted to the floor immediately
- **TODAY** Suppliers and reps screened, so only the ones you deal with reach you

Hotels, inns and B&Bs nights, weekends and the front desk on its own

- **TODAY** Availability and rate questions answered out of hours, with the booking link texted
- **CONNECT** Rooms checked and held in your own booking system
- **TODAY** Late arrival and key collection instructions given exactly as you wrote them
- **TODAY** Wedding, party and meeting room enquiries captured with dates and numbers
- **TODAY** Directions, parking, check-in times, dogs, breakfast times
- **TODAY** Overflow when reception is busy, so the second and third caller still get answered

Breweries and drinks producers trade, tours and the webshop, on one line

- **TODAY** Trade enquiries from pubs and shops taken with volumes, delivery area and lead time
- **TODAY** Existing stockists chasing an order, passed to your sales inbox with the reference
- **TODAY** Tap room, tour and tasting questions answered, with the ticket link texted over
- **TODAY** Webshop callers: delivery times, damaged boxes, missing cans, all logged
- **TODAY** Festival, wedding and event bar enquiries captured while they are still deciding
- **CONNECT** Every enquiry written into your CRM, so your reps pick it up in the morning

TODAY works now, on any phone line. **CONNECT** needs a link to your booking or job system, which we check first.

Builders, plumbers, electricians and roofers you cannot answer with both hands full

- **TODAY** Every call answered while you are on a roof, under a sink or driving
- **TODAY** Job enquiries taken properly: address, access, what is wrong, how urgent
- **TODAY** Photos asked for by text, so you can price it without a visit
- **TODAY** Emergencies texted to you at once, quotes put on your list for later
- **TODAY** Survey and quote visits booked around the jobs already in your diary
- **CONNECT** The job written into your job management software with the notes attached
- **TODAY** Merchants and suppliers read back correctly, order numbers and all
- **TODAY** The quote you never chased, chased for you a week later

Dentists, clinics and vets a full waiting room and a ringing phone

- **TODAY** New patient enquiries answered with your own fees and availability
- **TODAY** Anything clinical goes to your team, always. She gives no advice of her own
- **TODAY** Urgent calls follow your written rules, word for word, including out of hours
- **CONNECT** Appointments booked, moved and cancelled in your practice system
- **TODAY** Cancellation gaps offered to your waiting list by text and filled the same day
- **TODAY** Reminders and confirmations that cut the ones who do not turn up
- **TODAY** Plan and payment questions answered from your price list, nothing invented
- **TODAY** Patient details handled under your rules, with everything written down

Salons, barbers, gyms and garages hands busy, phone ringing

- **TODAY** Prices and timings from your own list: a full set, a cut and colour, an MOT, a service
- **CONNECT** Bookings and MOT slots into the system you already use
- **TODAY** Cancellations rebooked while the customer is still on the phone
- **TODAY** "Is my car ready?" answered, or passed to the workshop with the registration
- **TODAY** Quiet days filled by texting the people who asked to be told
- **TODAY** Memberships, joining fees and cancellations passed to a person

Estate agents, lettings and professional firms enquiries arrive when the office is shut

- **TODAY** Viewing requests taken with the property, the applicant and their situation
- **TODAY** Evening and weekend portal enquiries answered while they are still looking
- **TODAY** Tenant repairs triaged by urgency, with the emergencies texted straight out
- **TODAY** New client enquiries qualified, with fees and conflicts left to you
- **TODAY** Documents read, filed and summarised before you open them
- **CONNECT** Everything logged in your CRM, so nothing sits in a notebook

Also a good fit: opticians and physios, driving instructors, removals and storage, cleaning and landscaping companies, farm shops and delis, tuition and nurseries, equipment hire, wedding venues, accountants and IT support. The pattern is the same in all of them: the phone rings while the work is being done, and the enquiry is worth more than the interruption.

Works where you already work

There is no new app to learn and no new number to advertise unless you want one.

PHONE

Your phone numbers

Keep your number and divert it when nobody picks up, or take a new one. Every call is answered, recorded and summarised.

MICROSOFT 365

Outlook, Teams and SharePoint

She answers your inbox, books into your calendar and chats with you in Teams. Every recording and transcript is filed where your team can find it.

BOOKINGS

Your booking or job system

Tables, appointments, rooms and jobs, read and written in the system you already run on, once we have checked what it allows.

CRM

Your CRM

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

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

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 bookings, name your customers or claim to be human. Anything with money, anything legal and anything clinical goes to a person.

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 are billed on top each month, itemised, at what they cost. Connecting your booking system is quoted once we have seen it.

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. He answers the owner's own mobile, and boss mode comes with him. 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