



Owner's guide • October 2026 edition

# Your AI receptionist, explained.

What each Ottomate package does, what happens when a customer gets in touch, and the few things you'll need to do yourself.

## Essential

### Catch every lead

**£79/mo + £49 setup**

Missed-call text-back, AI text replies and instant lead alerts. You book them in.

## Front Desk

### Get them booked

**£149/mo + £79 setup**

Everything in Essential, plus customers book themselves, with reminders and review requests.

## Custom

### Your AI receptionist + PA

**Tailored quote**

Front Desk plus your admin and back-office jobs, built into automations for you.



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# How Ottomate works

Every package is built on the same core: when you can't get to the phone, Ottomate texts the customer back within seconds and keeps the conversation going until they're looked after.

1

## A customer calls or texts

You're busy, closed or on another call — the call goes unanswered.

2

## Ottomate texts back

Within seconds, opening with your business name so they know who it is.

3

## It handles the chat

Answers prices, services and hours using only what you've given us.

4

## You stay in the loop

Every enquiry is logged and you get an alert on your phone.

## Your number stays yours

You keep your existing number and your phone provider. There's no porting, no switching and nothing to cancel. Instead, you get a dedicated **AI receptionist number** that runs quietly in the background, and you turn on one setting: forward calls to it **only when you don't answer**.

### Switching on call forwarding

On most UK mobile networks you can do it from your keypad in under a minute. Dial the code below, swapping in your AI receptionist number, then press call.

**Forward when you don't answer**

**\*\*61\*number#**

**Turn it off again**

**##61#**

Landlines, VoIP systems and some networks do this in your account settings instead. We'll walk you through it on setup day either way.

### Good to know

- Your phone still rings as normal. Forwarding only kicks in once a call goes unanswered.
- Texts come from your AI receptionist number, but every message opens with your business name, so customers simply see you getting back to them fast.
- You can advertise that number as a "text us" line on your website or Google profile too.
- Some providers charge for forwarded calls. Check your plan if you're unsure.
- It's fully reversible: turn forwarding off and everything goes back to how it was.

**Honest note:** Ottomate replies by text. It doesn't answer the phone with a robot voice. Most customers prefer a quick, friendly text to leaving a voicemail anyway.

# The three packages at a glance

Each package includes everything in the one before it. Start with what you need and move up whenever you like.

| What's included                                 | Essential                  | Front Desk           | Custom               |
|-------------------------------------------------|----------------------------|----------------------|----------------------|
| <b>Catching every enquiry</b>                   |                            |                      |                      |
| Missed-call text-back on your existing number   | ✓                          | ✓                    | ✓                    |
| Two-way AI text conversations                   | ✓                          | ✓                    | ✓                    |
| Answers prices, services and opening hours      | ✓                          | ✓                    | ✓                    |
| Every enquiry captured and logged               | ✓                          | ✓                    | ✓                    |
| Instant alerts to your phone                    | ✓                          | ✓                    | ✓                    |
| <b>Getting customers booked</b>                 |                            |                      |                      |
| How a booking gets made                         | You text them back to book | They book themselves | They book themselves |
| Booking system set up for you (or we use yours) | –                          | ✓                    | ✓                    |
| Follow-up text when a customer goes quiet       | –                          | ✓                    | ✓                    |
| No-show reminders                               | –                          | ✓                    | ✓                    |
| Automatic Google review requests                | –                          | ✓                    | ✓                    |
| Monthly enquiries report                        | –                          | ✓                    | ✓                    |
| Priority support                                | –                          | ✓                    | ✓                    |
| <b>Running the back office</b>                  |                            |                      |                      |
| Your admin tasks mapped and automated           | –                          | –                    | ✓                    |
| Follow-ups, paperwork and data entry handled    | –                          | –                    | ✓                    |
| Built, run and maintained by us                 | ✓                          | ✓                    | ✓                    |
| <b>Price</b>                                    |                            |                      |                      |
| Monthly                                         | £79                        | £149                 | Quoted for you       |
| One-off setup                                   | £49                        | £79                  | Quoted for you       |

## Pick Essential if...

the phone is how customers reach you, and you're happy to text people back yourself to confirm a time.

## Pick Front Desk if...

you want customers booked in without lifting a finger, and fewer empty slots from no-shows.

## Pick Custom if...

you're a practice or growing team and admin eats hours every week that someone has to do.

## Package 1

**£79**/mo

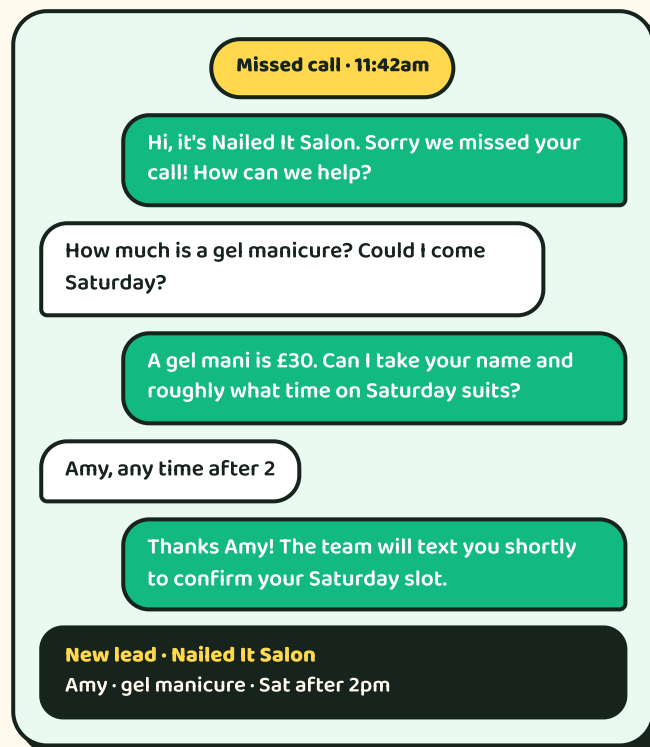
+ £49 one-off setup

# Essential

Never lose an enquiry again. Ottomate catches every missed call, answers the questions and hands you a warm lead that's ready to book.

## What it does for you

- ✓ **Missed-call text-back.** Every call you don't answer gets a friendly text within seconds, opening with your business name.
- ✓ **Two-way AI conversations.** It replies to the customer's texts in your tone and remembers what they've already said, so it never asks twice.
- ✓ **Answers questions instantly.** Prices, services, hours, location and your common questions, using only the information you've given us.
- ✓ **Captures the lead.** When someone wants to come in, it collects their name, the service they want and their preferred day and time.
- ✓ **Alerts you straight away.** You get a text with the customer's details the moment a new enquiry comes in.
- ✓ **Knows its limits.** If someone asks something it can't answer, it tells them you'll be in touch and sends you a "needs you" alert rather than guessing.



An example Essential conversation, and the alert you'd receive.

## Your part: close the booking

Essential doesn't put appointments in your diary. Ottomate tells the customer your team will text them back to confirm, and **it never says they're booked when they aren't**. That makes the follow-up yours:

- 1 **Watch for the alert.** It shows who got in touch, what they want and when they'd like to come.
- 2 **Text them back as soon as you can.** They're expecting you, so a quick reply wins the booking. Leave it until tomorrow and they may have gone elsewhere.
- 3 **Confirm the time in your usual diary** or booking system.

**Best for:** sole traders and small teams who'd rather confirm bookings personally, or who don't take appointments online. Want customers to book themselves? That's Front Desk.

**Package 2 • Most popular**
**£149**/mo

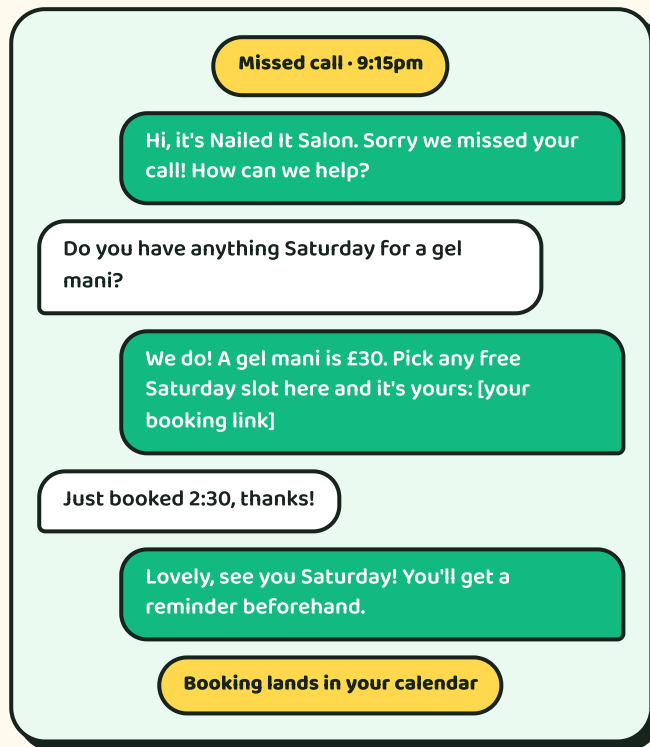
+ £79 one-off setup

# Front Desk

The whole front desk, automated. Ottomate answers, gets customers booked in and keeps them coming back, without you touching the phone.

## Everything in Essential, plus...

- ✓ **Customers book themselves.** When someone wants to come in, Ottomate texts them your booking link. They pick the service and a real free slot, so there's no back-and-forth and no double-bookings.
- ✓ **Booking system done for you.** Already use Fresha, Booksy, Treatwell or similar? We'll use your link. If not, we'll set up a booking page for you.
- ✓ **Follow-up when they go quiet.** If a customer stops replying before booking, Ottomate sends one friendly nudge so the enquiry doesn't go cold.
- ✓ **No-show reminders.** Customers get a reminder before their appointment, so fewer empty slots.
- ✓ **Automatic review requests.** After an appointment, customers are asked for a Google review to keep your rating growing.
- ✓ **Monthly report.** A summary of every enquiry Ottomate handled, your busiest days and how many came in out of hours.
- ✓ **Priority support.** Your changes and questions go to the front of the queue.



**Missed call • 9:15pm**

Hi, it's Nailed It Salon. Sorry we missed your call! How can we help?

Do you have anything Saturday for a gel mani?

We do! A gel mani is £30. Pick any free Saturday slot here and it's yours: [your booking link]

Just booked 2:30, thanks!

Lovely, see you Saturday! You'll get a reminder beforehand.

**Booking lands in your calendar**

An example Front Desk conversation, booked at 9pm while you were closed.

## Your part

- Keep your availability up to date in your booking system, since customers can only pick slots it shows as free.
- Let us know when prices, services or hours change.
- Reply to any "needs you" alerts. Everything else runs on its own.

## Worth knowing

- Reminders and review requests are sent by your booking system, usually by email. Text reminders depend on which system you use.
- Ottomate never confirms a booking itself. The booking system does, so it only ever offers genuinely free slots.

Package 3 • For bigger teams

Let's talk

Quoted after a free chat

# Custom

Your own AI receptionist and PA, built around how your business actually runs. For practices, agencies and growing teams whose admin eats into the working week.

## Everything in Front Desk, plus your back office

Front Desk takes care of your customers. Custom goes further: we learn the repetitive jobs your team does every week, then build them into automations that run for you. The aim is simple: take the admin of a full-time hire off your plate for a fraction of the cost.

### Enquiries

Sorting website forms, emails and texts, sending the right reply and passing the right ones to the right person.

### Bookings & follow-ups

Confirmations, rebooking lapsed customers, chasing quotes that went quiet and checking in after a job.

### Paperwork

Intake forms, logging details into your spreadsheets or systems, invoice reminders and weekly summaries.

These are examples. Every Custom build is shaped around your own tasks and tools.

## How a Custom build works

- 1 A free discovery chat.** We find out how your business runs, which tasks take the most time and which tools you already use.
- 2 We map your tasks.** You'll get a plain-English list of what we'd automate, what stays with your team, and a fixed monthly quote.
- 3 We build and test it.** Your AI receptionist goes live first, then each automation is added and checked with you before it switches on.
- 4 We run and maintain it.** We look after everything, fix anything that breaks and adjust it as your business changes.

### Your part

- Spend an hour with us at the start walking through how things are done today.
- Give us access to the tools we'll be working with.
- Tell us when a process changes, so the automations stay right.

### Is Custom right for you?

If someone in your team spends hours a week on the same admin, or you're thinking about hiring a receptionist or assistant, it's worth a chat. There's no obligation.

# Getting set up

We do the setup for you. Most businesses are live within a few days of sending their details.

## What we'll need from you

- ✓ Your business name, address and opening hours
- ✓ Your services and prices
- ✓ The questions customers ask most, and your answers
- ✓ Any policies: deposits, cancellations, late arrivals
- ✓ The mobile number you'd like alerts sent to
- ✓ **Front Desk:** your booking link (or we'll set one up) and your Google review link
- ✓ **Custom:** the tasks you'd like taken off your plate

## What happens next

- 1** We set up your AI receptionist number and train it on your details.
- 2** We test it end to end and show you how it replies.
- 3** You switch on call forwarding (we'll guide you).
- 4** You're live. Every missed call is now covered.

## Day to day

### Your alerts

**New lead** arrives when a new customer gets in touch, with their details. **Needs you** arrives only when a customer asks something Ottomate can't answer from your information, such as a complaint, an unusual request or a bespoke quote. It tells the customer you'll be in touch, so reply when you can.

### Changing your details

New prices, a holiday closure or a new service? Email us and we'll update your AI receptionist, usually the same working day.

### Privacy and opt-outs

Ottomate only replies to people who contacted you first. That's a service response, not marketing. Any customer can text STOP to stop messages. We use your customers' details only to run your service, in line with UK GDPR and PECR.

### Changing or cancelling

There are no long contracts. To move up a package, move down or cancel, just email us.

## Need a hand?

Email [hello@ottomate.co.uk](mailto:hello@ottomate.co.uk) and we'll reply within one working day. Front Desk and Custom customers get priority.