# Your questions, *answered plainly*

What small business owners usually ask us before they start: what it costs, how your data is handled, which software we work with, and who stays in control.

## Cost and payment

### What does it cost?

The AI Readiness Score and a 20-minute discovery call are free. The AI Opportunity Assessment is £495. A Quick Win build, one workflow on one task, is £1,500 fixed. Larger builds start from £2,000 and are fixed in a written proposal before work begins. A care plan starts from £150 a month. All prices exclude VAT.

### When do I pay?

For a Quick Win, 50% when we start and the balance only when you've signed it off as working. The assessment is paid when you book. Larger builds are paid in stages, with the last payment on sign-off. Invoices are payable within 14 days.

### What if it doesn't work?

You don't sign it off, and you don't pay the balance. We test every workflow on your real cases before you're asked to approve it, and a Quick Win includes 30 days of fixes after sign-off.

### Are there other costs?

Possibly. Some workflows use an automation or AI service with its own monthly fee, billed to you by the provider, and you may need a software plan that allows connections. We tell you the expected monthly cost in writing before you commit.

### Is the £495 assessment wasted if I then order a build?

No. The full £495 is credited against any build you order within 90 days.

### Do I have to sign up to a monthly plan?

No. The care plan is optional. If you choose it, it's monthly in advance and you can cancel with 30 days' notice.

## Your data and security

### Where does my data go?

We build inside your own accounts and systems, using access you grant and can remove at any time. Before we start, we tell you in writing which AI services the workflow uses and how your data is handled.

### Do you need my passwords?

We work through access you set up for us, such as a separate user or a connection you approve, so it can be removed without changing your own login.

### Who owns the workflow?

You do. It's set up in your accounts, so it keeps running in your business, and you get a plain-English guide explaining how it works.

### What about confidential client information?

We design each workflow to handle only the information it needs, and anything sensitive is reviewed by a person before it goes anywhere. Recordings are only used where everyone has agreed.



## Software and integration

### Will it work with our software?

We build around what you already use: email (such as Microsoft 365 or Google Workspace), calendars, spreadsheets, and your CRM, practice, property or job management system. Not every system allows the same connections, so we check yours on the discovery call before you commit to anything.

### Do we have to change systems?

No. We connect what you have. We don't replace systems or move large amounts of historic data unless that's quoted as a separate piece of work.

### How long does it take?

A Quick Win is usually working in about two weeks. Larger builds have a timeline in the proposal.

## People and oversight

### Who checks what the AI does?

A person. Wherever it matters, such as anything going to a client, tenant or customer, the workflow prepares a draft and someone in your team approves it. You decide where those checkpoints sit.

### Will it replace my staff?

It's designed to take repetitive admin off their desks, not to replace them. Most owners use the time for client work, quoting or growth without adding admin headcount.

### Does it replace professional judgement?

No. Advice, tax, legal, payroll and HR decisions stay with qualified people. The workflow takes the repetitive part, such as collecting, organising, drafting and chasing, so they have more time for that judgement.

### What happens with urgent or unusual cases?

They go to a person. Urgent maintenance, complaints, disputes and anything the workflow isn't sure about are flagged, not guessed.

## Getting started

### Where do we start?

With the free AI Readiness Score: ten questions, about three minutes. A person checks your report before it's sent, and it names the task we'd start with, the hours at stake and a fixed-price next step.

### How do you measure the result?

We record the time the task takes before we build and again after, so you can see the difference for yourself. Any time savings we mention beforehand are estimates, not guaranteed results.

**Still have a question?**

Book a free 20-minute call at **claromai.com**, call **020 8064 0269** or email **hello@claromai.com**.