WAFL AI

WAFL AI Custom Solutions: built around your business

The packages work for businesses that want to start straight away. Most businesses get more from AI built around how they actually work: their systems, their data, their customers and their languages. This guide explains what we build, how it fits into what you already use, and how we work with you.

1. Why custom
2. What we build
3. How it plugs into your business
4. How we work
5. Examples
6. Pricing
7. Next step

App: app.waflgroup.com · **Support:** info@waflgroup.com · **Website:** waflgroup.com

WAFL Group · November 2026

1 Why custom

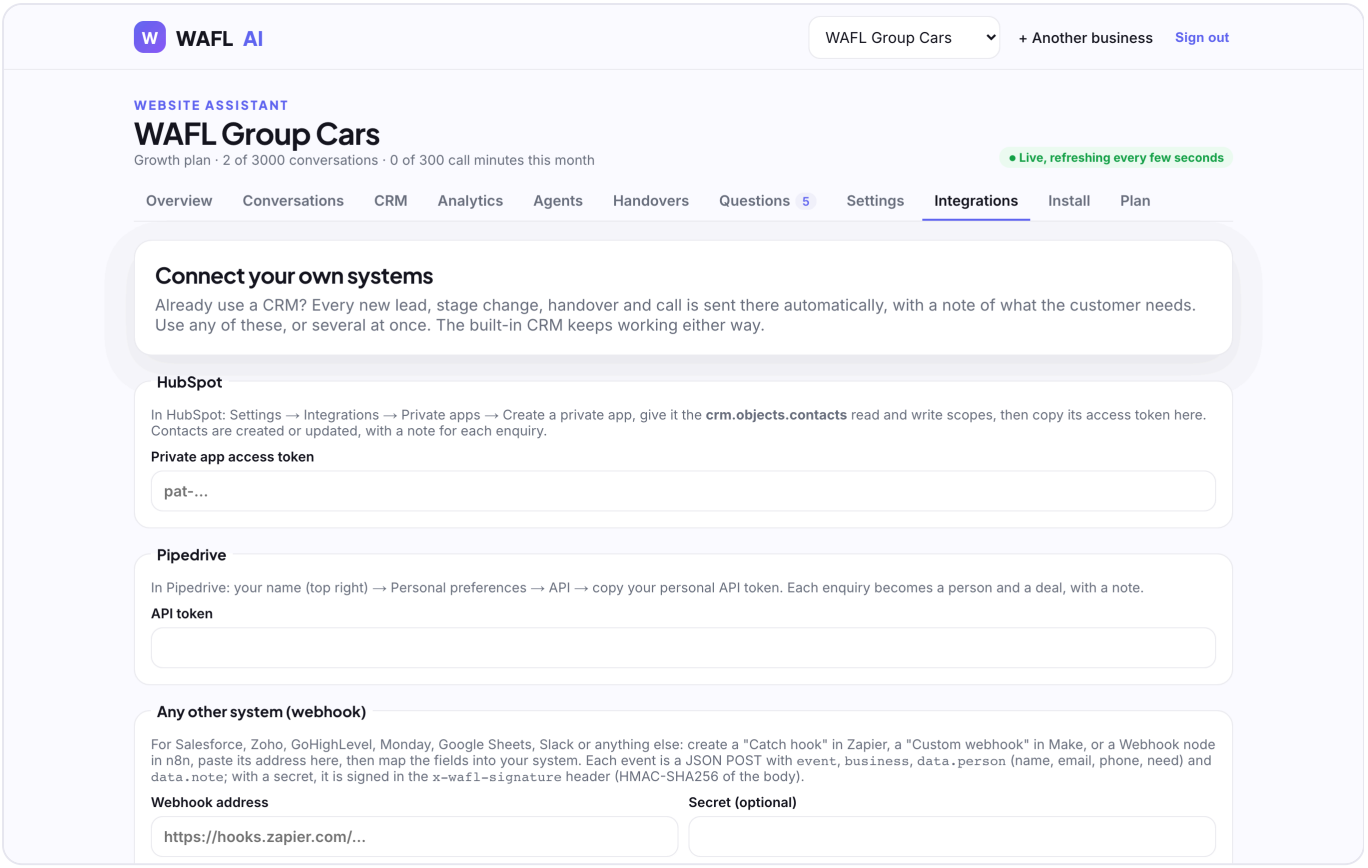
Every business has its own way of quoting, booking, selling and following up. Off-the-shelf tools make you change how you work; a custom solution fits the way you already do. It uses the same proven platform as the WAFL AI packages (chat, voice, CRM, analytics, agents), shaped to your business:

- **Your systems:** it reads and writes to the tools you already use, such as your CRM, booking system, stock or property database, ERP, spreadsheets or email.
- **Your process:** agents follow your real steps, for example quote → deposit → booking → reminder → review.
- **Your data and rules:** what it may say, what it never reveals, how prices are shown, when a person takes over.
- **Your customers:** the languages, channels (web, phone, WhatsApp, SMS, email) and tone they expect.

2 What we build

Building block	Examples
AI assistants (chat and voice)	Website and phone assistants that search your live catalogue, assess products, qualify buyers, take bookings into your calendar, and speak several languages
Agents	Quote chasers, appointment reminders, review requests, win-back campaigns, daily and weekly reports, data checks, lead scoring
Integrations	HubSpot, Salesforce, Zoho, Pipedrive, GoHighLevel, Google and Microsoft calendars, Shopify, WooCommerce, property and dealer feeds, your own database or API
Automations	n8n or Make workflows: documents, invoices, onboarding, routing enquiries to the right person, syncing data between systems
Dashboards	The numbers you care about in one place: enquiries, conversion, revenue, response times, team performance
Websites and apps	Where needed, new pages, portals or a full site with AI built in from the start

3 How it plugs into your business



Connections to the systems you already use are part of every custom build.

We connect to what you have rather than replacing it. Your website keeps its design and setup; the AI is added on top, and shares only what your site already shows customers. Your team keeps working in the tools they know, with leads, notes and tasks arriving there automatically.

4 How we work

1

Free assessment

A short call and a look at your website and systems. We find where AI saves the most time or wins the most business.

2

Working demo

We build a working demo on your own website, so you see it before you commit.

3

Build and connect

We build it, connect your systems, and test it with you on real questions and data.

4

Launch and improve

We launch, train your team, and keep improving it from real conversations each month.

A typical first build takes one to three weeks from assessment to launch.

5 Examples

The kinds of solutions we build, described without naming clients:

Car imports

Buyers type what they want and their budget ("a reliable family SUV under €20,000") and get real cars with full delivered prices; on each car page, "Is this a good buy?" gives an honest assessment based on independent reliability data. A voice agent answers the phone in two languages. Internal sources and price breakdowns stay private.

Home services

An assistant answers chat and phone, quotes from the price list, books straight into open slots, and hands emergencies to a person. Behind it: a CRM, follow-up calls, and an agent builder where the owner describes new agents in plain English.

Marketplaces and property

Quote matching between customers and tradespeople, and property search assistants that answer in several languages, all built on the same platform.

6 Pricing

Custom solutions are priced by quote after the free assessment, depending on what's built and connected. You see a fixed price and the working demo before you commit. Running costs are usually one of the WAFL AI packages (from $79 a month) plus any extra usage, so the monthly cost stays predictable.

Assessment and demo	Free
Build	Fixed price, agreed up front
Running	A WAFL AI package (Starter $79 to All-in-One $899 a month), chosen for your size
Support and improvements	Included in the package; larger changes quoted

7 Next step

Book a free assessment at waflgroup.com/assessment, or email info@waflgroup.com. Bring your website address and a sentence about what takes your team the most time; we'll come back with ideas and a demo.

> Want to try the platform first? Any package can be started on a 14-day free trial at app.waflgroup.com/start, and everything you set up carries over into a custom build.