


At MJLBourne, we don't just automate — we transform how businesses operate. The **ACE (Artificial Concierge Executive)** product ensures every call is answered, every lead qualified, every opportunity captured, whatever you require — day or night.

Whether you're a solo operator or a scaling organisation with multiple departments, there's a tier built to sharpen your edge and put hours — and revenue — back in your hands.

Tier Comparison Table

Tier	Price (ex VAT)	Price (inc VAT)	Features			
Tier 1	£4,500	£5,400	<ul style="list-style-type: none"> ✓ 24/7 call answering ✓ Booking system ✓ Email & SMS summaries ✓ Real-time calendar booking ✓ Customised follow-ups ✓ Basic lead qualification ✓ Basic sales handling ✓ Basic integrations ✓ Includes setup 	Tier 3	£13,500	£16,200
						<ul style="list-style-type: none"> ✓ Everything in Tier 2 ✓ Human hand-off ✓ Multiple software integrations ✓ Smart reminders & confirmations ✓ Context-aware SMS
				Tier 4	£18,000	£21,600
						<ul style="list-style-type: none"> ✓ Everything in Tier 3 ✓ Multi-department routing ✓ Optimised for teams with 3+ departments ✓ Intelligent sales scripting
Tier 2	£9,000	£10,800	<ul style="list-style-type: none"> ✓ Everything in Tier 1 ✓ Advanced speech handling ✓ Enhanced sales logic ✓ Smarter lead qualification ✓ Moderate 3rd-party integrations 	Tier 5+	Variable	Variable
 MOST POPULAR						<ul style="list-style-type: none"> ✓ Everything in Tier 4 ✓ For large enterprises ✓ Fully bespoke ✓ Multi-language, complex routing ✓ Dedicated development scope

Use Case Examples

Dental Practice

Patient reports tooth pain → ACE assesses request → Presents booking options → sends follow-up text to confirm (to your client and you, including emails).

Law Firm

Caller requests help with a contract → ACE gathers context → books consultation → Sends SMS confirmation to client & review to you.

Aesthetic Clinic

Caller checks availability & context → ACE books client → sends confirmation & reminder.

Marketing Agency

ACE qualifies lead (based on advanced vetting) → schedules intro call directly to your calendar → sends the client SMS confirmation.

Trade Services (Plumber/Electrician) (inc. Out of Hours)

Out of hours emergency call received → ACE captures urgency level → schedules priority appointment → sends you location & context via email / SMS generated & processed to your designated phone number.

Medical Practice

Patient calls for appointment → ACE checks symptoms & context → books with appropriate specialist → sends pre-visit instructions & confirmation to both parties.

Accountancy Firm

Client needs tax advice → ACE qualifies complexity → books consultation → sends document checklist via SMS & confirmation to both parties.

NOTE: ACE will never provide advice over the phone, but can advise on whether your business can assist.

Beauty Salon

Client wants nail appointment → ACE checks service type → books appropriate service directly to your calendar → sends treatment prep instructions.

Estate Agency

Buyer enquires about property → ACE captures requirements, draws details on property & confirms exact property → presents viewing dates → sends property details & confirms booking with both parties.

Car Dealership

Customer interested in test drive → ACE qualifies budget → books appointment → sends required documentation list.

Business Consultancy

Startup needs guidance → ACE captures business stage & context → schedules discovery call directly to your calendar → sends intake questionnaire link.

Personal Trainer/Gym

New member wants session → ACE discusses fitness goals → books trainer meeting → sends health questionnaire → Confirms booking with both parties



Connection, Minutes & Add-On Fees



Monthly Connection Charge

£20/month + VAT (£24 total)

Includes:

350 minutes per month on all calls made to your dedicated telephone number



Additional Usage

£0.25 per minute + VAT (£0.30 total) after 350 minutes — charged monthly with the connection fee



Add-ons

Fees related to 3rd-party integrations are charged on top of the £20/month

Upgrade hours: £100/hr + VAT (£120/hr) — charged with the monthly connection fee



Additional Services (Sold Separately)

While ACE is our core product, we also offer:

Website Design & Hosting

Social Media Management

Business Growth Consulting

Ask your rep if you'd like to explore these after purchase.



Get Started Today

Your competition is automating. Do not be left behind.



Transform Your Business Now

MJLBourne - Where AI meets exceptional service