

AI Customer Support Agent Pricing Guide

Hey G's,

I wanted to share a quick guide on how to price AI customer support agents. This should give you a good idea of how to structure your packages, especially if you're using tools like VoiceFlow, Airtable/HubSpot, Make.com, and custom JavaScript.

Note: This isn't a fixed price list—actual costs can vary based on your specific needs and any custom features. You'll need to set your own pricing according to what you build.

Pricing Packages

1. Basic Package

- **Build Fee:** €1,500 - €3,000
 - **Basic Chatbot Features:** Includes fundamental chatbot capabilities such as answering FAQs, handling simple queries, and basic interaction flows.
 - **Lead Capture and Simple Appointment Scheduling:** The chatbot can collect basic information from leads and set up appointments through a straightforward scheduling interface.
 - **Integration with VoiceFlow, Airtable/HubSpot, and Calendly/Koalendar:** Connects the chatbot with these platforms for seamless interaction and data management.
- **Monthly Retainer:** €200 - €400
 - **Platform Subscription Costs:** Covers the cost of maintaining subscriptions to VoiceFlow, Airtable/HubSpot, and Make.com.
 - **Standard Support and Maintenance:** Includes routine support for troubleshooting, minor updates, and ensuring the chatbot runs smoothly.
 - **Includes Updates for Session Tracking and Lead Capture:** Ongoing updates to enhance session tracking and improve lead capture functionalities.

2. Standard Package

- **Build Fee:** €3,000 - €6,000
 - **Enhanced Chatbot Features with Advanced Interactions:**
 - **Sophisticated Dialogue Handling:** The chatbot can manage complex conversations and understand context better.
 - **Personalized Responses:** Tailors interactions based on user data and previous interactions.
 - **Dynamic Content:** Delivers content and recommendations specific to each user.

- **Advanced User Flows:** Supports complex pathways and decision-making processes in conversations.
 - **Integration with Other Systems:** Fetches and uses real-time data from other systems or databases.
 - **Advanced Lead Management and Scheduling:**
 - **Lead Management:** Efficiently captures, categorizes, and tracks leads through different stages of the sales funnel, integrating with CRM systems for accurate follow-up.
 - **Scheduling:** Offers more flexible scheduling options, including automated reminders and rescheduling.
 - **Custom Integrations:** Tailors integrations to fit specific business needs beyond basic setups.
- **Monthly Retainer: €400 - €800**
 - **Comprehensive Support and Maintenance:** Includes more extensive support, including troubleshooting, regular updates, and performance monitoring.
 - **Platform Subscription Costs:** Covers the costs for VoiceFlow, Airtable/HubSpot, and Make.com, including any additional usage charges.
 - **Regular Updates and Troubleshooting:** Ensures the chatbot is kept up-to-date with the latest features and fixes issues as they arise.

3. Premium Package

- **Build Fee: €6,000 - €10,000**
 - **Fully Personalized AI Conversations:** Customizes the chatbot's responses and interactions to fit your specific business needs and user scenarios.
 - **Detailed Lead Management and Custom Workflows:**
 - **Lead Management:** Advanced features for capturing and managing leads with in-depth tracking and reporting.
 - **Custom Workflows:** Design specific workflows for handling leads and customer interactions tailored to your business processes.
 - **Custom JavaScript for Session Tracking:** Implements custom code to track and analyze user sessions in detail, capturing metrics like unique IDs and interaction times.
 - **Complete Conversation Logging to Airtable:** Logs every conversation in Airtable for comprehensive record-keeping and analysis.
 - **Includes Basic Automation with Make.com:** Automates essential tasks like sending data to other systems or performing routine actions.
 - **Optional:**
 - **Bland.ai Voice Call Agent Integration:** Adds a voice call component to the chatbot for handling calls directly through the agent.
 - **Auto-Email Logged Conversations Using Make.com:** Automatically sends email summaries of conversations to clients.
 - **Custom-Coded Features:** Includes additional custom features tailored to your specific needs, which could involve unique integrations, advanced functionalities, or specialized reporting tools.
- **Monthly Retainer: €800 - €1,500**

- **Premium Support and Maintenance:** Offers top-tier support including priority response, advanced troubleshooting, and tailored updates.
- **Platform Subscription Costs:** Covers all necessary subscriptions and additional usage fees.
- **Continuous Updates, Priority Support, and Advanced Analytics:** Regular enhancements and advanced reporting to maximize the chatbot's performance and insights.

Key Details

- **Build Fee:** Covers the development and initial setup of the AI agent.
- **Monthly Retainer:** Includes ongoing support, maintenance, and platform costs.
- **Optional Features:** Add-ons like the Bland.ai voice call agent, automatic email updates, and custom-coded features can be included based on needs.

Lead Capture Features

- Automated lead collection and logging in Airtable/HubSpot.
- Seamless CRM integration for managing leads.
- Automated follow-up actions with Make.com.
- Lead analytics for actionable insights.

Additional Notes

- **Customization & Scalability:** The agents can be adjusted and scaled as your needs grow.
- **Long-Term Contracts:** Discounts might be available for longer commitments or multiple deployments.

Hope this helps you figure out how to price your own AI customer support agents! Let me know if you have any questions or want to chat more about this.