

• INITIAL PILOT SCOPE

Client Agent for Active Tree Services

A low-risk 3-month pilot that answers every inbound enquiry and turns it into a qualified lead, built on everything Active Tree Services offers.

Delivered by Express Agent.

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- 03 Why Active Tree Services
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• WHAT YOUR CLIENT SEES

Your next client just asks

No contact form, no phone tag. They ask in plain language, and the Client Agent answers from everything Active Tree Services offers, qualifies the enquiry, and captures it for your team.

 **Active Tree Services**
● Online

EXAMPLE

We've got a big gum tree overhanging the depot roof and want it checked before storm season.

I can help scope that. Is the tree on your property, and is it anywhere near power lines or a boundary fence?

It's on our site, about five metres from the overhead line.

Because it's close to powerlines, this needs an accredited crew to assess in person. I'll capture your site details now and flag it for priority scheduling:



Tree Risk Assessment & Quote
Captured for priority scheduling with an accredited crew

Example

Ask me anything...

→



Knows every service you offer

Trained on the full catalogue, not a script for the top ten questions.



Answers like your best person

Plain language, specific to what they asked.



Qualifies and captures the lead

Scope, site and timing arrive quote-ready.



Hands off at the right moment

A person the instant the enquiry needs one.

• WHERE IT APPEARS

Where your next client already is

Most enquiries start on your website, and most are lost to a slow reply. The Client Agent answers them the moment they arrive, and follows the client onto the documents you already send.



On your website

PRIMARY

Every visitor with a question gets an answer on the spot, across everything you offer, and every enquiry is captured with the detail your team needs to quote.

- ✓ Answers across the full service catalogue
- ✓ Qualifies the enquiry before it reaches your team
- ✓ Captures the lead even at 9pm on a Sunday



QR codes on your collateral

The same agent by QR code on quotes, reports, invoices, vehicles and site signage – one scan, and a question about one service becomes an enquiry about the next.

Real questions, real answers

A few more conversations, across the enquiries that win or lose work. The client asks in plain language; the agent answers, qualifies, and captures.

We've got storm damage across three council reserves, how fast can you mobilise crews?

- ✓ Asks for the sites and hazard details
- ✓ Flags it for priority response under the council's contract
- ✓ Captures the works enquiry for the contracts team to confirm crews

What's the process for vegetation clearance along our feeder lines before bushfire season?

- ✓ Explains the powerline clearance program in general terms
- ✓ Escalates anything safety-critical to an accredited crew
- ✓ Captures the program scope for the utilities team

Can you take on a multi-site clearing program under our existing rates?

- ✓ Asks for sites, scope and timing
- ✓ Never commits to pricing outside the agreement
- ✓ Captures the program details for the account manager

We need an arboricultural impact assessment for a development site, what do you need from us?

- ✓ Explains what the consultancy team needs to start
- ✓ Captures site, drawings and deadline details
- ✓ Books the assessment enquiry with the consultancy team

Why Active Tree Services, and why now

Every new client starts as an enquiry, and enquiries go to whoever answers first. That is exactly where a Client Agent earns its keep.



Enquiries arrive by phone, email and webform at all hours, and they go to whichever contractor answers first.



Storm damage and bushfire risk do not wait for business hours. A fast, confident first answer is what wins the job.



Arboriculture, vegetation management and consultancy is a broad book. Most enquirers only know the one service they came for.



Coverage spans seven states and territories, and every office should give the same accurate answer.



Work near powerlines, native vegetation and council land carries real compliance obligations, respected from the first conversation.



Councils, utilities and government make up most of the client base, and a consistent, professional first response reflects directly on contract performance.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

Live on your website

The Client Agent goes live on your site, trained on your core services, answering and capturing real enquiries against a baseline agreed up front.

Baseline agreed



MONTH 2

Every service, every enquiry

Coverage extends across the full service catalogue and every enquiry type, with client feedback reviewed at the mid-pilot checkpoint.

Client feedback

Mid-pilot review



MONTH 3

Gated rollout: QR on all collateral

Extend the agent by QR across quotes, reports, invoices and signage, plus existing-client uses, only if month 1/2 targets are met and UAT is signed off.

Conditional expansion

CONTROLLED ROLLOUT



Limited start

Core services first, not the whole catalogue.



UAT before release

You sign off before each go-live.



Reviewed monthly

Performance checked every month.



Criteria-gated

Expansion only when targets are met.

What the pilot is designed to prove

The pilot proves the Client Agent can capture and convert inbound enquiries across your full service range, measured against an agreed baseline. Everything else it does is upside.



More leads captured

Every enquiry answered and captured, none lost to a slow reply.



Answers across everything you offer

The full service catalogue, including the services clients never think to ask you about.



Better qualified leads

Quote-ready detail arrives with the enquiry, not three phone calls later.



After-hours capture

Enquiries answered at 9pm, not returned at 9am.



And the rest is upside

Less routine load on your team, consistent answers everywhere, and evidence you can point to at review time.

Measured, real outcomes

The same agent platform is already live with real customers, and the standout lesson is that it makes the biggest difference where customers have questions to answer before they commit. Those are exactly the conversations this pilot targets.

MORE SPENT PER
TRANSACTION (+\$38)

+42%

ENGAGED CUSTOMERS WHO
PURCHASED

58%

AVERAGE RESPONSE TIME

8 sec



Double the big baskets

12% of agent-assisted transactions exceeded \$200, double the store average.



Any customer, any language

27 languages on day one: the agent answers in the customer's own language.



No new hardware

Activated by a QR code, with no new hardware and no POS integration.



Staff made it theirs

Frontline teams adopted the agent as their own on-demand expert.

Benchmark results from a previous live retail deployment of the same agent platform. They are the benchmark, not this pilot's baseline: Active Tree Services' own baseline is measured in month 1, and this pilot's measures are agreed at kick-off.

Why this works, and why us

Has this been done before, will it work here, and why are we confident. Five reasons.



It is already live

PROVEN

The Client Agent is a working product in production today, not a prototype.

- ✓ A live agent you can try right now
- ✓ Conversational answers over real operational data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

Before approval, Active Tree Services sees a live demo and anonymised deployment snapshot covering usage, feedback and handoff behaviour.



Enterprise-grade delivery

Built and run by AI Consulting Group, a Sydney data and AI consultancy delivering for BHP, Downer, Fremantle Ports, NRL and government, partnered with AWS, Databricks, Microsoft and Snowflake.



Built on your data

It answers from everything Active Tree Services offers: the full service catalogue, coverage and standards, with minimal integration alongside the systems you already run.



Guardrails built in

The agent answers from approved contract scope and published standards, never commits to works or pricing outside the agreement, and escalates anything involving safety near powerlines, permits or a qualified arborist's judgement to your team.

The approval pack includes a live demo plus current deployment results and customer feedback before the kick-off is booked.

What it costs

Priced to be an easy yes: \$15,000 all-in to prove and deploy. That buys a white-gloved pilot with us in charge of making it successful – and if it does not earn its place, it ends there.

TO PROVE AND DEPLOY:
\$5,000 A MONTH FOR 3
MONTHS

\$15,000 all-in

ONGOING, SCALED TO USAGE

**\$100-\$400 /
month**

SETUP AND PLATFORM FEES

\$0

The 3-month pilot

Everything it takes to succeed: build, training on your full service catalogue, structured testing and UAT, go-live and hands-on tuning. \$15,000 all-in.

\$5,000 / month

Ongoing, after the pilot

A subscription that scales with usage. Continuing is a decision you make on the results, not a default.

\$100-\$400 / month

Setup and platform fees

No setup fee, no platform fee, no usage charges during the pilot.

\$0

\$15,000 all-in to prove it. From \$100 a month to keep it.

WHAT THE \$5,000 A MONTH BUYS



Tested before it's live

Structured testing and UAT with your team. Nothing customer-facing until you sign it off.



White-gloved throughout

We build it, run it and tune it hands-on through the pilot, with a review every month.



We own the outcome

Making the pilot successful is our job, not yours. Your team's only asks are data and sign-offs.



Go/no-go at three months

The pilot ends unless the evidence earns what comes next, with the ongoing price confirmed before you continue.

How we start

A defined, low-risk start. Four steps from go-ahead to a live agent in the first contract.



01 Kick-off meeting

Lock scope, success targets and timing.



02 Data request

Core inputs from Active Tree Services.

- ✓ The full service catalogue and what each service covers
- ✓ Coverage areas and where each service is offered
- ✓ The qualifying questions your team asks before quoting
- ✓ Where captured leads should land, even a shared inbox
- ✓ Accreditations, standards and compliance constraints



03 UAT

You sign off before anything goes live.



04 Go live

The Client Agent goes live for the first contract.

THE ASK

Approve the pilot, share the data, and book the kick-off. We handle the rest, and you see a working agent live within weeks.