

• INITIAL PILOT SCOPE

Service Agent for Criminal Defence Lawyers Australia

A low-risk 3-month pilot that puts an expert on every enquiry, day or night, built on Criminal Defence Lawyers Australia's own services, coverage and standards.

Delivered by Express Agent.

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Your customer just asks

No search box, no product grid. They ask in plain language, and the Service Agent clarifies, explains the firm's published information, and books the free first consultation, online and after hours.

**Criminal Defence Lawyers Australia**
• Online

EXAMPLE

I've been charged with drink driving and I'm due at Parramatta court. Will I lose my licence?

I can't advise on your case or predict the outcome – that has to come from one of the firm's lawyers, and the first consultation is free. Is your court date set?

Yes, the 10th of September. I can't afford to lose my licence for work.

That's one for your free first consultation. I won't ask what happened – just your name and number so the team can book you in:

**Free First Consultation**
Captured for the team to call back and book

Example

Ask me anything... 



Clarifies what they need

A question or two, in plain language.



Scopes the enquiry accurately

From the firm's own published services, fees and court process, never legal advice.



Captures what the team needs

Name, number and court date, ready to book the free first consultation.



Hands off to the team

Whenever the client wants a person, and always for anyone in custody.

• WHERE IT APPEARS

An expert in every office, and online too

The Service Agent meets people where the enquiry actually happens: on the website, and after hours when the phones are engaged. The same agent on both, so the enquiry ends booked, not lost.



On your website

PRIMARY

The agent answers enquiries as a chat widget across criminaldefencelawyers.com.au, sharing the firm's published information on offences, fees and court process, and capturing what the team needs to book the free first consultation, day or night.

- ✓ Answers from the firm's own published pages, never legal advice
- ✓ Captures name, number and court date, nothing about what happened
- ✓ Hands anyone in custody or facing police questioning straight to a person



After hours and overflow

The same agent by link when the phones are engaged or it is 2am before a court date, so the enquiry that would have gone to the next firm is captured and booked instead.

Real questions, real answers

A few more conversations, across categories. The customer asks in plain language; the agent clarifies, explains the firm's published information, and points to the next step.

I've been charged with drink driving, will I lose my licence?

- ✓ Explains only one of the firm's lawyers can advise on their situation
- ✓ Shares the firm's published information on the offence and penalties
- ✓ Offers the free first consultation and captures the enquiry

How much does a lawyer cost for a drug possession case?

- ✓ Answers from the firm's own published fixed fees page
- ✓ Asks only what triage needs: offence type, court date, location
- ✓ Books the free first consultation with the details attached

My son was arrested last night, can you do a bail application this weekend?

- ✓ Treats custody as urgent from the first message
- ✓ Captures name, location and callback details, nothing more
- ✓ Hands straight to a person – the agent never works a custody matter

Police want me to come in for an interview, do I have to answer questions?

- ✓ Never answers this one – applying the law to their situation is advice
- ✓ Explains a lawyer needs to speak with them before anything else
- ✓ Flags it urgent and arranges an immediate human handoff

Why Criminal Defence Lawyers Australia, and why now

Criminal Defence Lawyers Australia serves customers who need advice before they commit, across offices and online. That is exactly where a Service Agent earns its keep.



People look for a defence lawyer at midnight – the homepage promises 'around the clock', and the agent lets the website keep that promise.



No live chat anywhere on the site: an after-hours visitor in the worst week of their life gets a static form and a phone number.



Dozens of offence pages, penalty guides and published results – few businesses hand an agent this much approved material to answer from.



'How much does a criminal lawyer cost?' is already answered on the firm's fixed fees page; the agent delivers that answer day or night.



Every enquiry is a potential fixed-fee retainer, delivered to the team complete and urgency-flagged.



Guardrails are the product: no advice, no outcome predictions, minimal matter detail, and an immediate human handoff for anyone in custody.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

The website agent, live

Establish the Service Agent on the firm's published offence and fee information, live on criminaldefencelawyers.com.au, and prove it on real enquiries, with a first PR push.

 PR launch



MONTH 2

The full knowledge base, tuned

Extend across every published offence page and tune triage and booking from a month of real enquiries. A second PR push and a speaking engagement put it in front of more clients.

 PR

 Speaking engagement



MONTH 3

Gated after-hours channel

Add the after-hours overflow link and deepen booking integration only if month 1/2 targets are met, UAT is signed off and the firm approves the scope.

 Conditional expansion

CONTROLLED ROLLOUT



Limited start

The website first, not every channel.



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 Service Agent can lift discovery, answer customer questions instantly, and take pressure off your team, with the commercial impact measured against an agreed baseline.



More enquiries converted

Fewer prospects lost because nobody answered in time.



Faster response

Every enquiry acknowledged and scoped immediately, including after hours.



Reduced admin load

Routine questions handled without pulling staff off the phones.



Better qualified consultations

The detail the team needs to prepare arrives with the enquiry.



Consistent answers

The same accurate information every time, across every office.

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: Criminal Defence Lawyers Australia's 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

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

- ✓ A live agent you can try right now
- ✓ Conversational answers over the firm's own published information
- ✓ The same platform and approach proposed for this pilot



Proof before approval

Before approval, Criminal Defence Lawyers Australia 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 Criminal Defence Lawyers Australia's own service, coverage and standards information with minimal integration, working alongside the systems you already run.



Guardrails built in

No legal advice, no outcome predictions, and no account of what happened – privilege may not attach to a website chat, so the agent captures only what triage needs. Anyone in custody is handed to a person immediately.

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 on the website.



01 Kick-off meeting

Lock scope, success targets and timing.



02 Data request

Core inputs from Criminal Defence Lawyers Australia.

- ✓ The published offence and fee pages the agent trains on
- ✓ Office locations and consultation availability
- ✓ Common client questions and current answers
- ✓ The booking process and who takes the callback
- ✓ Compliance rules the agent must follow



03 UAT

You sign off before anything goes live.



04 Go live

The Service Agent goes live on criminaldefencelawyers.com.au.

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.