

• INITIAL PILOT SCOPE

Service Agent for Dezcon

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

Delivered by Express Agent.

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Your customer just asks

No forms, no phone tag. Clients ask in plain language, and the Service Agent clarifies, captures the brief, and books the consultation, online at any hour.

 **Dezcon**
● Online

EXAMPLE

We've got an old house on a decent block in Blakehurst. Could we knock it down and build a duplex?

That's exactly what our \$250 initial consultation covers – the design team walks you through your site's constraints and potential. Is the property yours already, and do you have a budget range in mind?

Yes, we own it. We're hoping to start the design early next year.

Great. I'll capture your site details, scope, budget band and timing so the team comes prepared, and book your consultation now:

 **Initial Consultation**
Brief captured and the consultation booked for the design team

Example

Ask me anything... 



Clarifies what they need

A question or two, in plain language.



Scopes the brief accurately

From Dezcon's own design, interiors and approvals services.



Captures what your team needs

Site, scope and timing, ready for the consultation.



Hands off to the team

Whenever the client wants a person.

• WHERE IT APPEARS

An expert in every project, and online too

The Service Agent meets clients where the project happens: on the website, and by QR on quotes and site boards. The same agent on both, so answers stay consistent from first enquiry to handover.



On your website

PRIMARY

The agent answers enquiries as a chat widget across dezcon.com.au, capturing the brief – site, scope, budget band and timing – and booking the consultation, day or night.

- ✓ Captures the full brief in one conversation
- ✓ Answers from Dezcon's own services and portfolio
- ✓ Books the consultation, never gives design or cost advice



In the field

The same agent by QR or link on quotes, site boards and signage, so clients get consistent answers during a build without ringing the studio.

Real questions, real answers

A few more conversations, across the service book. The client asks in plain language; the agent clarifies, explains the process, and points to the next step.

Can we knock down and build a duplex on our block?

- ✓ Asks about the site, the existing dwelling and timing
- ✓ Explains site potential is exactly what the initial consultation covers
- ✓ Captures the brief and books the \$250 consultation

How long does it take to get to approval?

- ✓ Answers from the published FAQ: about 8 weeks for custom designs, with a faster pre-designed Collective range launching soon
- ✓ Explains the exact pathway depends on the site and is confirmed by the team
- ✓ Captures the project details ready for the consultation

What does a design cost? Can you send a fee proposal?

- ✓ Explains fees are proposed by the team once the brief is understood
- ✓ States the only published price: the \$250 initial consultation
- ✓ Captures site, scope, budget band and timing and routes the request

Do you build it too, or just design?

- ✓ Answers from the FAQ: Dezcon designs and manages approvals, collaborating with reputable builders
- ✓ Asks what stage the project is at
- ✓ Hands the enquiry to the team with the brief attached

Why Dezcon, and why now

Dezcon serves customers who need advice before they commit, across projects and online. That is exactly where a Service Agent earns its keep.



No live chat anywhere on the site – questions about a block's potential or design fees wait on a mobile, an inbox or a form.



Homeowners plan knock-down rebuilds and renovations at night and on weekends, when enquiries land in voicemail.



No design fees published, only the \$250 consultation – and fee questions are the highest-intent enquiries a design practice gets.



Booking already works: the \$250 consultation is live on Calendly, and the agent feeds more of the right enquiries into it.



A boutique team led by a registered architect should be designing, not fielding the same first-contact questions.



One captured lead converts to a consultation and then a full design package fee – the economics rest on lead value, not volume.

A staged, low-risk 3-month pilot



MONTH 1

The website agent, live

Establish the Service Agent on Dezcon's design, interiors and approvals services, live on the website, and prove it on real enquiries, with a first PR push.

PR launch



MONTH 2

The full service book

Extend across every service and sharpen brief capture once the website agent is proven. A second PR push and a speaking engagement put it in front of more clients.

PR

Speaking engagement



MONTH 3

Gated second channel

Add QR on quotes and drawing sets and deepen brief capture only if month 1/2 targets are met, UAT is signed off and Dezcon 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 a coordinator off the phones.



Better qualified jobs

The detail the studio needs for a productive consultation arrives with the enquiry.



Consistent answers

The same accurate information every time, across the studio and every enquiry.

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: Dezcon'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 advice over real operational data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

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



Guardrails built in

No design, planning or cost advice, and no prices beyond the published \$250 consultation. The agent captures the brief and books the consultation; council and permit questions go to the 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 on the website.



01 Kick-off meeting

Lock scope, success targets and timing.



02 Data request

Core inputs from Dezcon.

- ✓ Service list and what each one covers
- ✓ Service area and coverage by project
- ✓ Common client questions and current answers
- ✓ Quoting rules, inclusions and exclusions
- ✓ Accreditations and compliance constraints



03 UAT

You sign off before anything goes live.



04 Go live

The Service Agent goes live on dezcon.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.