

• INITIAL PILOT SCOPE

Service Agent for Ramp Physio and Fitness

A low-risk 3-month pilot that puts an expert on every enquiry, day or night, built on Ramp Physio and Fitness' 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 clinic's sessions, memberships and funding streams, and points to the right booking, online and in the clinic.

**Ramp Physio and Fitness**
• Online

EXAMPLE

I hurt my lower back at work and my GP suggested physio. Can I come in under workers compensation?

Yes, the clinic treats workers compensation patients. You'll need your claim number and GP referral on the day – no need to enter them here. Shall I set up your first appointment?

Yes please – the GP's already given me a referral letter. How soon can I get in?

You've got everything the clinic needs. I'll capture your details and preferred times now so reception can confirm your first appointment:

**WorkCover Physio Enquiry**
Captured for reception to call back and confirm – claim details stay with the clinic

Example

Ask me anything... 



Clarifies what they need

A question or two, in plain language.



Explains the right option

From the clinic's own sessions, memberships and funded streams, never clinical advice.



Captures what the team needs

Session type, funding stream and availability, ready to confirm the booking.



Hands off to the team

Whenever the patient wants a person, and always for anything clinical.

The clinic's expert, online and at the front desk

The Service Agent meets people where they already are: on the website, and at reception and on the gym floor by QR. The same agent everywhere, so every question gets the same answer.



On your website

PRIMARY

The agent answers enquiries as a chat widget across rampphysioandfitness.com.au, explaining session types, memberships and the funded streams in plain language, and capturing what the clinic needs to confirm a booking, day or night.

- ✓ Explains physio, gym and PT offers in plain language
- ✓ Explains NDIS, WorkCover and CTP streams without promising eligibility
- ✓ Hands anything clinical straight to the team



At the front desk and in the gym

The same agent by QR at reception and on the gym floor, so members and patients get consistent answers about classes, memberships and funded care without pulling staff off the floor.

Real questions, real answers

A few more conversations, across categories. The customer asks in plain language; the agent clarifies, explains the clinic's services and funding streams, and points to the next step.

Do I need a doctor's referral before starting physiotherapy?

- ✓ Answers from the clinic's own FAQ: private patients don't need one
- ✓ Explains WorkCover, CTP, DVA and Medicare EPC do require a referral
- ✓ Captures the enquiry and points booking to Cliniko or reception

Can I use my private health insurance?

- ✓ Confirms HICAPS claims are processed on the spot, per the FAQ
- ✓ Asks which service they're after
- ✓ Captures details for reception to confirm the booking

Do I need to be a physio patient to use the Ramp gym?

- ✓ Answers from the FAQ: the gym is open to regular users
- ✓ Explains the membership and personal training options, no prices quoted
- ✓ Captures a membership lead for the team to follow up

My NDIS plan is agency-managed – can I use it here?

- ✓ Notes they have a plan and explains the clinic's NDIS physio and gym services in general terms
- ✓ Makes no eligibility or coverage call – that stays with the NDIA
- ✓ Captures contact details only – the clinic collects plan details securely at booking

Why Ramp Physio and Fitness, and why now

Ramp Physio and Fitness serves customers who need advice before they commit, across service lines and online. That is exactly where a Service Agent earns its keep.



The website is a JavaScript app that serves a blank page to anything that cannot run it, with 300+ paid-for articles locked inside.



No live chat anywhere: referrals, insurance and gym questions become calls to reception or forms that wait for a reply.



The site carries a Google Ads conversion tag – if campaigns are running, every unanswered question is paid traffic walking away.



People research injuries, funded care and gym options at night and on weekends, well outside reception hours.



No prices published anywhere – the FAQ answers the cost question with 'contact us directly', so every pricing question is a warm lead.



NDIS, WorkCover and CTP mean funded, multi-session programs of care – the most expensive enquiries to lose to a slow reply.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

The website agent, live

Establish the Service Agent on the clinic's sessions, memberships and funded streams, live on rampphysioandfitness.com.au, and prove it on real enquiries, with a first PR push.

PR launch



MONTH 2

Every session and stream, tuned

Extend across everything the clinic offers and tune answers and capture from a month of real enquiries. A second PR push and a speaking engagement put it in front of more patients.

PR

Speaking engagement



MONTH 3

Gated front-desk QR

Add QR at reception and on the gym floor only if month 1/2 targets are met, UAT is signed off and the clinic 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 patients and members lost because nobody answered in time.



Faster response

Every enquiry acknowledged and answered immediately, including after hours.



Reduced admin load

Routine questions handled without pulling staff off the floor.



Better qualified bookings

The detail the clinic needs to confirm arrives with the enquiry.



Consistent answers

The same accurate information every time, across the clinic and the gym floor.

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: Ramp Physio and Fitness' 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 clinic's own services and funding information
- ✓ The same platform and approach proposed for this pilot



Proof before approval

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



Guardrails built in

No medical or clinical advice. Emergencies get one instruction – call 000 now; every other clinical question goes to the clinic to call back. Health information is captured minimally and held securely, with no promises on NDIS, WorkCover or CTP coverage.

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 Ramp Physio and Fitness.

- ✓ Session types, prices and membership options
- ✓ How NDIS, WorkCover and CTP bookings work at the clinic
- ✓ Common patient questions and current answers
- ✓ The booking process and who confirms appointments
- ✓ Clinical topics the agent must always hand off



03 UAT

You sign off before anything goes live.



04 Go live

The Service Agent goes live on rampphysioandfitness.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.