

AI & CRM WORKFLOWS

Answer the enquiry.

Connect the next step.

Practical implementations for agency clients. Configuration, normal testing and handover are included. A native website form-to-CRM connection is already part of the website scope.

OFFER	PRICE USD	INCLUDED STARTING SCOPE
Website FAQ assistant	\$500	One standard-platform assistant using up to 25 approved FAQs in English.
CRM follow-up workflow	From \$750	One trigger, up to 5 actions across 2 supported systems, with testing and handover.
Knowledge assistant	From \$1,500	One public assistant; up to 10 clean text documents / 100 pages total.

Website FAQ assistant

One standard-platform website widget, up to 25 approved FAQs in English. Includes styling, fallback, a contact handoff, an existing booking link if requested and review against 20 agreed test questions.

Knowledge assistant

One public assistant using up to 10 supplied clean text documents, 100 pages total. Includes content organisation, source-answer checks, source references where supported, fallback and 30 agreed test questions.

Implementation fees are one-time, in USD. \$500 implementations are paid upfront; larger standard projects 50% to schedule and 50% after acceptance before launch/handover. Third-party subscriptions and usage costs are shown separately before payment.

CRM follow-up workflow

One trigger and up to 5 actions across 2 supported systems: for example, capture an enquiry, assign an owner, create a task and send an approved acknowledgement. Includes field mapping, error notification and end-to-end testing.

A usable handover

Include 2 consolidated review rounds, agreed deployment, a short operating guide, account/access handover and the 14-day defect-reporting period. Optional support is not a prerequisite for launch.

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Useful connections included.

Custom work clearly scoped.

We check the chosen platform, account tier, permissions and required actions before accepting the implementation. There is no need to buy a feasibility study for a standard supported setup.

Ordinary website lead capture

A contact form with validation, available spam protection, thank-you state, one notification and a supported native CRM connection is included in our website/landing-page build. It is not a separate \$500 integration.

Workflow boundaries

The starting scope uses native/standard connectors and existing accounts. Complex branching, two-way sync, custom APIs, large migrations or rebuilding the CRM pipeline need a complete separate quote.

Data and approvals

Agree approved knowledge, minimum access, retention and permitted data. Test with appropriate inputs. Obtain agency approval before activating outbound messages or actions, and provide a fallback for questions outside the approved knowledge.

Assistant handoff

A contact destination and existing booking link are included where supported. A simple native contact capture/CRM handoff can be selected in the brief. Appointment transactions, payment actions and custom CRM logic need a distinct workflow scope.

Knowledge boundaries

The stated assistant is public and uses clean approved text. Scanned-document extraction, live databases, private/internal access roles and sensitive-data workflows require a different scope. Uploading files alone is not the complete deliverable.

Platform fit

Examples include HubSpot, Zoho CRM, GoHighLevel, Salesforce, Zapier, Make and n8n. The specific connector and skill fit are confirmed in the proposal. Listing a platform is not a certification claim.

A customer should not pay twice for the same form

If the website already sends leads to the CRM, a later workflow quote starts with the new routing/follow-up work. Existing accepted configuration is reused, including work that can be carried forward from a feasibility study.

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Know the running cost.

Keep control after launch.

Before payment you receive an implementation quote and a platform-cost summary. The summary is specific to the stack and usage you choose.

Platform and visible branding

Name the selected subscription/tier, required seats and whether the vendor's badge remains visible. Any paid branding-removal feature is disclosed upfront; our white-label delivery does not automatically remove a software vendor's badge.

Included defect correction

14 calendar days of post-launch defect reporting are included. An issue reported during that period remains open until resolved, even if the fix takes longer. New changes and ongoing maintenance are separate; buying support is not required for these corrections.

When feasibility is uncertain

A \$500 study investigates one defined question within up to 20 agreed hours and delivers a finding/prototype. Production is separate. We recommend this only when the uncertainty prevents a reliable implementation scope.

Usage and other charges

Show included messages/tasks, estimated normal usage, overage behaviour, required connectors and any separate hosting or model/API bill. Agency approves spending limits and automatic top-ups. Avoid counting included model usage twice.

Optional ongoing work

You can own and operate the deployment without a PixelCrayons support subscription. Use eligible existing shared/change hours for knowledge updates or small changes, or request an approved estimate at \$25/hour.

One accountable contact

Named account manager, weekly updates, NDA and agency-controlled client contact. Ownership and handover are recorded upfront. Our errors are corrected free; unresolved nondelivery is refunded at agreed values.

No unexplained monthly total

Your quote separates one-time implementation, mandatory third-party running costs and any optional ongoing work. A usage estimate states its assumptions; a spending cap states what happens if it is reached.

AI responses can be wrong. Acceptance checks cover the agreed test cases and fallback behaviour, not a promise of perfect answers. Voice agents, WhatsApp commerce, custom apps and enterprise access require a separate brief.

Email a brief · sales@pixelcrayons.com

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