TIDEWELL

Price and setup are tailored to your business and agreed on the call.

BUNDLE · ALL 6 ASSISTANTS

Complete Back Office

For businesses with staff, customers and suppliers who want their whole back office handled by one team.

COMPANY SIZE

Growing teams

30 day guarantee

Not the right fit in the first 30 days? Cancel and get your money back for the remaining time.

What's included

Full details for each assistant are on Our Assistants.

1 **Scheduling Assistant**

Calendar, bookings, reminders and an overview of your day.

- ✓ A Google Calendar you see live, connected to your booking system
- ✓ Bookings show up in the calendar automatically
- ✓ A weekly overview
- ✓ A review of your day every morning, and at the end of the day a reminder of what tomorrow looks like
- ✓ Booking alerts by email, or by SMS as an add on
- ✓ Reminders for meetings, projects and deadlines

2 Email Assistant

A sorted inbox, reply drafts and documents, ready for your approval.

- Sorts and labels your inbox 3 times a day, with no limit on emails
- Flags urgent emails so you see them first
- Drafts replies in your tone
- Drafts documents for you, such as applications, complaints, reports and supporting letters
- Follows up on threads that have gone quiet
- End of day summary

3 Finance Assistant

Invoices, matching, overviews and working with your accountant.

- We check your invoice inbox
- We match invoices and payments from the bank statements you share
- We help you track your sales and profit: revenue, profit, cash flow and costs in Google Sheets
- We create invoices for you
- We keep an overview of paid, unpaid and overdue invoices
- We draft payment reminders for your approval
- We work with your accountant and suggest account coding for your accountant to approve
- Monthly and yearly overview

4 Marketing Assistant

Content strategy, posts, newsletters, automated FAQ and analytics.

- We build a content strategy for your brand
- We plan your social media posts for the month
- We write captions and design posts in Canva from your own photos
- We create a newsletter once a month
- We create an automated FAQ for social media
- We track your analytics and suggest what to do more of

- We create prospect lists for B2B

5 Customer Rep

Replies to your customers in the channels you choose.

- We answer your customers in the channels you choose: email, chat or social media messages
- We reply from your approved templates
- We prepare answers to new or unusual questions for your approval
- We escalate complaints and sensitive cases to you straight away
- We keep a log of every enquiry and its status
- We build and update your reply templates

6 Operations Manager

Staff plans, stock, supplier orders and daily overviews.

- Daily staff and shift plans, emailed to your team the night before
- We keep track of stock and flag what's running low
- We draft orders to suppliers for approval, and we track delivery
- We collect checklists or photos of what has been done, and give you a daily and weekly overview

PRIORITY SERVICE

- **Top priority.** Your requests go first in our queue, ahead of all other plans.
- **Our fastest response times.** Customer messages answered within 30 minutes, Monday to Friday 08:00 to 16:00.
- **A dedicated contact person.** One named person who knows your business and coordinates all six assistants.
- **One combined monthly report,** with a short review call to agree priorities for next month.

Weekly report

Every week we send you a short summary of what we handled, what is waiting for your approval and what is coming up next week.

In your monthly report

- ✓ One combined report covering every assistant
- ✓ Volumes per assistant vs. what's included
- ✓ Invoices, unpaid items and cash overview
- ✓ Marketing analytics: reach, engagement, followers, website visits
- ✓ Customer messages, top questions and escalations
- ✓ Jobs, checklists and orders
- ✓ Review call to agree next month's priorities

Customer service from us

Monday to Friday, 08:00 to 16:00. If you want changes after 16:00, we handle them the next working day. Everything outbound is prepared for your approval, unless we agree otherwise.

Above the included volume: we let you know at around 80%. Occasional peaks are covered; if you are above for two months in a row, we agree an adjusted plan with you before anything changes.

Your Assistants

Everything described in each assistant's own specification is included, with top priority.