

AI SUPPORT ASSISTANT · GUIDE AND COMPARISON

A 24/7 assistant for your customers, **and what it's worth.**

What an AI support assistant on your website can do for any New Zealand business, what it costs in plain numbers, and how WillAi + DocsBot compares with nine other options available in NZ. Facts from each provider's own pages, with sources.

~NZ\$8.65/day

DocsBot Standard, US\$149 (~NZ\$263) a month, paid to DocsBot

**Installation
50% off**

~~NZ\$2,000 incl. GST~~ NZ\$1,000
incl. GST with an email code
at willai.co.nz/pricing

No contract

Cancel any month. 14-day
money-back from DocsBot

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WillAi · William McIntosh, Auckland

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WHAT IT BRINGS

What a 24/7 assistant does for your business

Trained on your own website, prices and policies. It answers from your information, and says so when it doesn't know.

**After-hours enquiries answered**

Evenings, weekends and busy days: customers get an answer straight away instead of waiting until you're free.

**Leads captured, not lost**

Collects name, contact details and what they need, and emails it to your team, so visitors don't just leave.

**Bookings without phone tag**

Offers your Calendly, Cal.com or TidyCal link so customers pick a time themselves.

**Fewer repeat questions**

Hours, prices, service areas, how bookings work: answered consistently, so your team spends less time on the same questions.

**Customers' own languages**

Answers in 100+ languages, including Chinese, from the same information you publish in English.

**Handoff to your staff**

Urgent or tricky questions become a handoff ticket with the chat history, so a person picks up where it left off.

**Insight into what customers ask**

Question analytics show the most common questions and the gaps in your information, useful for your website, FAQs and staff training.

Also included in DocsBot Standard: WhatsApp and Facebook Messenger channels; a weekly automatic refresh of your website content, with quick manual updates when something changes; voice conversations inside the chat widget. A phone line via Twilio is a DocsBot beta feature.

COST AND VALUE

What it costs, in plain numbers

One monthly plan, paid straight to DocsBot. Plus a one-off installation fee to WillAi: ~~NZ\$2,000 incl. GST~~, NZ\$1,000 incl. GST with an email code.

~NZ\$263 / month

DocsBot Standard is US\$149/month. DocsBot bills in US dollars, so the NZ\$ amount moves a little with the exchange rate (GST and FX to confirm).

NZ\$8.65 / day

Spread across the month
(NZ\$263 × 12 ÷ 365).

≈10 hrs admin time

The same money buys about 10 hours of admin at NZ\$25.52/hr¹. The assistant is on **24/7**.

How the arrangement works

- 1 **You open your own DocsBot Standard account**
You sign up in your business's name and pay DocsBot directly: US\$149/month (about NZ\$263). The account, settings and conversation data belong to you.
- 2 **William installs it (~~NZ\$2,000 incl. GST~~ NZ\$1,000 incl. GST with an email code)**
Trained on your website, prices and FAQs; lead form, booking link and handoff connected; tested with real questions before your customers see it.
- 3 **No contract, cancel any month**
There's no agreement with WillAi to sign. DocsBot offers a 14-day money-back guarantee, and you can cancel or change plans with DocsBot any month.
- 4 **The commission is disclosed**
William is a DocsBot partner and earns a referral commission from DocsBot when you subscribe. It doesn't change what you pay DocsBot.

A simple way to think about value

Compare NZ\$8.65 a day with what an unanswered enquiry, a missed booking or an hour of repeat questions costs your business. You know those numbers best; the 30-day pilot (page 7) measures them for you.

¹ PayScale, Administrative Assistant hourly rate, New Zealand, 2026. NZ\$ figures use US\$1 = NZ\$1.768 (18 October 2026, as shown on willai.co.nz).

How the NZ options compare



	WillAi + DocsBot Standard	Mārama AI	SwiftWeb UNVERIFIED	Automate AI	Go Digital	Kea AI	HiAnda PHONE	AnswR PHONE	Hey Jodie PHONE	Kayvo QUOTE ONLY
Price NZ\$/mo	~263 (US\$149)	19 / 49 / 99	29 / 49 / 79 +GST	99 / 249 / 499 +GST	from 149 standalone	0 / 25 founding (39)	79 / 149 / 299 +GST	99 / 199 / 399	99 / 199 / 399 +tax	Not published (quote after free consult)
Setup	NZ\$2,000 incl. GST NZ\$1,000 incl. GST, email code	No fee on 49/99; DIY on 19	299–599	Included (most plans)	Included	Included	No setup fee	Included (\$19 PAYG)	No setup fee	Custom build (quote)
Usage	15k AI credits/mo, shared across 3 bots	No limits	Unlimited (unverified)	?	?	100 / 2,000 answers; +2k for \$15	100 / 300 / 750 min	200 / 500 / 1,500 min	Unlimited minutes	?
Chinese / languages	Y · 100+ languages	?	?	\$499 plan only	Y · Mandarin	?	?	?	?	?
Lead capture	Y	Y	Y · \$49+	Y	Y	Y	?	?	Y	?
Booking	Y · Calendly / Cal.com / TidyCal	?	N	\$249+	Y	Email request; add-on	?	Google Calendar	Y	?
Handoff to a person	Y · tickets	Y	?	Y	Y · email / SMS	Y	?	?	Call transfer	?
Analytics	Y	Monthly (49/99)	\$49+	Monthly review	Y	Weekly	Call summaries	\$399 plan	?	?
WhatsApp / Messenger	Y / Y	?	?	?	?	WhatsApp add-on	N	N	N	?
Voice / phone	In-widget voice Y; phone line via Twilio (beta)	?	?	?	?	Browser voice	Y	Y	Y	?
Content auto-refresh	Weekly	Managed (\$99)	?	Monthly (\$249+)	They update	4× per year	n/a	n/a	n/a	?
White-label	N on Standard	?	?	Branded	?	Colours / logo	?	Enterprise	?	Custom-built
Lock-in	None	?	?	?	No lock-in	No minimum term	No contract	Cancel anytime	Cancel anytime	?
NZ support	William, locally	Y	Y	Y	Y · Auckland	Y	Y	Y	?	Y · Auckland

 Yes / included
 Limited, add-on or higher plan only
 No
 ? Not stated on the provider's site
 UNVERIFIED SwiftWeb details could not be independently confirmed

Based on each provider's public pages, last checked 23 October 2026; prices may change. "?" means not stated on their site, not that it's unavailable. NZ\$ per month as published, "+GST" where stated. WillAi + DocsBot is billed US\$149 (≈NZ\$263; GST/FX to confirm). HiAnda, AnswR and Hey Jodie are phone answering services rather than website chat. Please confirm details with each provider. Sources on page 8.

WHY DOCSBOT IS WORTH THE MONEY

Why pay more than the cheaper local options?

It isn't the cheapest. Here's what the extra buys, honestly.

The feature combination

In this comparison, it's the only option where **100+ languages, bookings, handoff to staff, and WhatsApp + Messenger** are all confirmed on one plan, along with lead capture, analytics and a weekly refresh. Lower-priced options may cover some of these, or include them on higher plans or as add-ons.



Your own account

The DocsBot account is in your business's name. If you ever stop working with William, you keep it and its data.



No lock-in

No contract with WillAi. Cancel with DocsBot any month; 14-day money-back from DocsBot.



Installation by WillAi: ~~NZ\$2,000 incl. GST~~ NZ\$1,000 incl. GST with an email code

William trains, tests and tunes your assistant, and stays on hand locally as your business changes.



Disclosed commission

William is paid through a referral commission from DocsBot, stated openly. It doesn't change your price.

"That's a lot for a chatbot."

Fair question. NZ\$263 a month is about **NZ\$8.65 a day**, or roughly **10 hours of admin time** at NZ\$25.52 an hour. The difference is that the assistant is on 24/7, including evenings and weekends, answers in your customers' languages, and passes the right enquiries to your team.

There's no contract and a 14-day money-back guarantee from DocsBot. Installation by WillAi is NZ\$1,000 incl. GST with an email code (normally NZ\$2,000 incl. GST). The simplest way to judge it is a 30-day pilot measured on your own numbers.

HONEST NOTES

Trade-offs, and when another option may suit

Every option has limits. These are worth knowing before you choose.

WillAi + DocsBot Standard

It has the highest monthly fee in this comparison. Entry prices for the other options range from NZ\$0 to NZ\$149 a month (Kayvo doesn't publish prices).

It's billed in US dollars. US\$149/month was about NZ\$263 at the 18 October 2026 rate; the NZ\$ amount will move with the exchange rate. GST and card FX fees to confirm on your first invoice.

Usage has a cap. 15,000 AI credits a month, shared across up to 3 bots. William monitors usage so there are no surprises.

The chat widget shows a small DocsBot note on Standard. Fully unbranded chat needs the Business plan (US\$499/month).

Answering a real phone line is beta. Voice inside the chat widget is included; a phone number via Twilio is a DocsBot beta feature.

Good to know about other options (as published)

If budget comes first: Kea AI (from NZ\$0) and Mārama AI (from NZ\$19) have lower entry prices. Mārama's \$19 plan is self-setup; Kea's plans include 100 or 2,000 answers a month, with 2,000 more for \$15.

If you mainly need phones answered: HiAnda, AnswR and Hey Jodie are built for calls. HiAnda and AnswR plans include set minutes (100–1,500 a month); Hey Jodie lists unlimited minutes.

Automate AI lists multilingual support on its \$499 + GST plan and booking from \$249 + GST. **SwiftWeb** lists a NZ\$299–599 setup fee (unverified).

Kayvo (Auckland) focuses on ecommerce and product businesses and lists an AI sales assistant among its services. It doesn't publish prices or chatbot feature details (quote after a free consultation), so most of its cells are "?".

"?" in the table means it isn't stated on the provider's site. It may still be available; worth asking.

TRY IT FOR 30 DAYS

A 30-day pilot, measured

Decide on results, not promises. William installs it (~~NZ\$2,000 incl. GST~~ NZ\$1,000 incl. GST with an email code); you keep, change or cancel after 30 days.

DAYS 1-3

Set up

Train on your website and FAQs; connect lead form, booking and handoff.

DAY 4

Test and go live

Tested with real customer questions first.

WEEKS 1-4

Tune weekly

William reviews chats and fills any gaps.

DAY 30

Review together

Look at the numbers; keep, change or cancel.

What we'll measure



After-hours enquiries answered

Chats answered outside business hours and while your team is busy.



Leads and bookings captured

Contact details collected and bookings made through the chat.



Other-language chats

How many conversations happened in languages other than English.

We'll also track questions it couldn't answer, so they can be fixed. DocsBot's 14-day money-back guarantee applies from the start of your subscription.

Next step: a quick chat



We'll talk through the questions your customers ask, what to capture, what counts as urgent, and when to start. William McIntosh, Auckland: MSc Computer Science (AI), Portland State University; seven years in technical customer support, including at Mindbody and Procore.

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SOURCES

Where the numbers come from

Information from each provider's public pages, last checked 23 October 2026.

Prices may change; please confirm directly with each provider before deciding.

- 1 **DocsBot pricing** (Standard plan, credits, features): docsbot.ai/pricing
- 2 **Mārama AI**: maramaai.co.nz/ai-chatbot
- 3 **SwiftWeb**: swiftweb.co.nz/services/ai-chatbot **UNVERIFIED**
- 4 **Automate AI**: automateai.co.nz/solutions/ai-chatbot/
- 5 **Go Digital**: godigital.co.nz/services/ai-chatbot
- 6 **Kea AI**: keai.co.nz
- 7 **HiAnda** (AI phone): hianda.nz/pricing
- 8 **AnswR** (AI phone): answr.co.nz/pricing
- 9 **Hey Jodie** (AI phone): heyjodie.com/en-nz/pricing/
- 10 **Kayvo**: kayvo.ai (single-page site; no pricing page published)
- 11 **AI receptionist price roundup, NZ**: firstvoice.co.nz/compare/ai-receptionist-prices-nz. Note: written by a competitor (FirstVoice), used only as a cross-check.
- 12 **Admin wage** (NZ\$25.52/hr, Administrative Assistant, NZ, 2026): payscale.com/research/NZ/Job=Administrative_Assistant/Hourly_Rate

Notes on method

- ✓ "?" means not stated on the provider's site; it may still be available.
- ✓ SwiftWeb's details could not be independently verified and are marked as such.
- ✓ NZ\$ for DocsBot uses US\$1 = NZ\$1.768 (18 October 2026, as shown on willai.co.nz). GST and FX to confirm.
- ✓ Competitor details are summarised factually from their own pages and may be incomplete. Corrections welcome: contact@willai.co.nz.
- ✓ Disclosure: William McIntosh (WillAi) is a DocsBot partner and receives a referral commission from DocsBot on subscriptions. It does not change the price you pay.