

The operational workflow behind every KIT product.

COMPANION TO WHAT'S INCLUDED

01 / WORKFLOW COMPANION

How it works.

From purchase to delivery —
the operational picture.

Page-for-page companion to the What's Included brochure.

Where the brochure tells you **WHAT** each thing is, this tells you
HOW it actually flows — from sign-up through to delivery,

READ ALONGSIDE THE BROCHURE

WHAT + HOW = THE FULL PICTURE

CUSTOMER JOURNEY

From discovery to delivery.

Six stages every customer flows through. Same flow at every tier – depth of review changes, the journey doesn't.

<p>STEP 01 Discover IG / TikTok / Google / referral. Site overlay gates with T&Cs;</p>	<p>STEP 02 Choose Lock Founder Price tier OR buy a one-off Contract Service.</p>	<p>STEP 03 Pay Stripe Checkout · FOUNDER50 · card / Apple Pay / Google Pay.</p>	<p>STEP 04 Welcome Auto-email + dashboard provisioned in 60 seconds.</p>	<p>STEP 05 Use Agent queries → tier-banded chartered review → delivery.</p>	<p>STEP 06 Escalate Triage Call → Contract Review → Contract Production as needed.</p>
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TIER WORKFLOWS

What happens at each tier.

Same five-step delivery loop at every tier. What changes is review depth and SLA — not the customer's flow.

FOUNDATION · £24.50/MO FOUNDER**Sole traders, single-trade subs, micro-builders.**

SIGN-UP	Stripe Checkout → welcome email · dashboard live in 60 seconds · founder rate locked while subscription active
DAY-TO-DAY	Variation Agent + H&S; Manager + free Homeowner Bot. Up to 25 queries / month.
REVIEW DEPTH	Spot-check 5–10% of outputs weekly. High-risk patterns fed back into agent prompts.
REVIEW SLA	n/a (sampled). Customer-flagged outputs reviewed within 1 working week.
IF SOMETHING IS WRONG	Customer flags output in dashboard → priority review · escalates to Triage Call (£75) if outside agent scope

BUILDER · £74.50/MO FOUNDER**Builders £50k–£1m turnover.**

SIGN-UP	Stripe Checkout → welcome email · dashboard live in 60 seconds · founder rate locked while subscription active
DAY-TO-DAY	Full five-agent stack — Estimator, QS, Variation, H&S; Manager, Construction Manager. Up to 75 queries / month.
REVIEW DEPTH	Spot-check 15–20% sample. Flagged patterns fed back faster.
REVIEW SLA	1 working day on user-flagged outputs.
IF SOMETHING IS WRONG	Customer flags output in dashboard → priority review · escalates to Triage Call (£75) if outside agent scope

PRO · £149.50/MO FOUNDER**Developers and contractors £500k–£2.5m turnover.**

SIGN-UP	Stripe Checkout → welcome email · dashboard live in 60 seconds · founder rate locked while subscription active
DAY-TO-DAY	Five-agent stack + 1 Triage Call credit per quarter. Up to 200 queries / month.
REVIEW DEPTH	Full review of every material output by chartered professional before final delivery.
REVIEW SLA	24–48 hr review SLA. Same-working-day email response.
IF SOMETHING IS WRONG	Customer flags output in dashboard → priority review · escalates to Triage Call (£75) if outside agent scope

ENTERPRISE · £249.50/MO FOUNDER**Contractors and developer groups £2.5m+.**

SIGN-UP	Stripe Checkout → welcome email · dashboard live in 60 seconds · founder rate locked while subscription active
DAY-TO-DAY	Five-agent stack + 2 Triage Call credits per quarter + custom agent slot + WhatsApp priority line. Up to 500 queries / month. Quarterly review delivered as a written PDF (no call).
REVIEW DEPTH	Full review with named chartered reviewer (same person across your projects).
REVIEW SLA	24 hr review SLA. Same-working-day email response.
IF SOMETHING IS WRONG	Customer flags output in dashboard → priority review · escalates to Triage Call (£75) if outside agent scope

AGENT WORKFLOWS

How a query becomes an output.

All six agents follow the same five-step loop. The agent's specific scope shapes what each step produces.

<p>STEP 01 You ask</p> <p>Type request into the agent. Upload drawings / contracts / photos / quotes as context.</p>	<p>STEP 02 Agent works</p> <p>Applies its scope (NRM2, JCT, CDM 2015, etc.). Produces structured first-draft output.</p>	<p>STEP 03 Review</p> <p>Tier-banded chartered review (sample / full / named) or escalation if outside scope.</p>	<p>STEP 04 Delivery</p> <p>You receive the deliverable in dashboard + email. Word / Excel / PDF as appropriate.</p>	<p>STEP 05 Feedback</p> <p>You can flag for priority review, request edits, or escalate to a Triage Call.</p>
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THE ESTIMATOR AGENT

MODES TAKE-OFF • ALL-IN RATE • MATERIAL LOOK-UP • PRELIMINARIES • COST PLAN

EXAMPLE INPUTS Drawings (PDF/DWG) • scope-of-works • regional location • target margin

ESCALATION Specialist trades it can't ground (e.g. bespoke fenestration) → Triage Call (£75)

THE QS AGENT

MODES VALUATION • PAYMENT NOTICES • VARIATION PRICING • LOSS & EXPENSE • FINAL ACCOUNT

EXAMPLE INPUTS Contract sum • WIP records • payment cycle • contract type (JCT/NEC/FIDIC)

ESCALATION Adjudication or expert evidence → Contract Review (£75 / £175) or Reclaim Dispute (£750)

THE VARIATION AGENT

MODES DRAFT • REVIEW • TRACK • CONTRACTS • JUSTIFICATION

EXAMPLE INPUTS Variation instruction text • contract clause • cost impact • time impact

ESCALATION Formal Architect's Instruction → appointed Contract Administrator's role

THE H&S; MANAGER

MODES DUTY-HOLDER • DOCUMENT • INCIDENT • CONTRACTOR • AUDIT

EXAMPLE INPUTS Project parameters • CDM duty role • incident details • contractor PQQ data

ESCALATION Statutory duty discharge (Principal Designer / Principal Contractor) → engaged dutyholder

THE CONSTRUCTION MANAGER

MODES PROGRAMME • COORDINATE • RFI • CHANGE • COMPLETION

EXAMPLE INPUTS Contract programme • trade list • site constraints • completion date

ESCALATION Programme certification → appointed CA/EA/PM

THE INSURANCE CLAIM AGENT (POA)

MODES DRAFT • REVIEW • EVIDENCE • TRACK • ESCALATE

EXAMPLE INPUTS Damage scope • insurer scope • photos • quotes • policy excerpts

ESCALATION Formal claim sign-off → Reclaim Cost (£450) / Scope (£350) / Dispute (£750)

HOMEOWNER

Free Bot + £29 Project Pack.

Public lead-gen and the productised homeowner support service.

HOMEOWNER BOT — PUBLIC LEAD-GEN FLOW

STEP 01**Ask**

Free, public, on kitbuild.ai. Up to 3 questions per month per IP.

STEP 02**Bot answers**

Plain English, chartered tone. Routing tags surface paid services where appropriate.

STEP 03**Capture**

Email captured at question 4 → registered for founder access.

STEP 04**Routing**

[ROUTE: triage] / [ROUTE: pack] / [ROUTE: contract_review] surfaces the next step.

HOMEOWNER PROJECT PACK — £29

STEP 01**Buy**

Stripe Payment Link · £29 · instant download access.

STEP 02**Pack**

30-day unlimited Bot · WhatsApp Q&A; line · vetting scorecard · contract checklist.

STEP 03**WhatsApp**

WhatsApp Q&A; opens for 30 days · basic queries replied within tier SLA · no scheduled calls.

STEP 04**Follow-up**

Email support for the 30 days. Routes to Triage Call if regulated advice needed.

CONTRACT SERVICES

Three productised one-off services.

Triage Call, Contract Review (Standard / Complex), Contract Production (Standard / Premium). Formally signed by the chartered professional.

TRIAGE CALL • £75 • 5 wd to book • summary 24 hr after call

<p>STEP 01 Buy</p> <p>Stripe Payment Link • £75 • instant booking link emailed.</p>	<p>STEP 02 Book</p> <p>Cal.com • 30-min slot in next 5 working days.</p>	<p>STEP 03 Call</p> <p>Phone call with chartered professional • prep sheet sent in advance.</p>	<p>STEP 04 Summary</p> <p>Written summary in 24 hr • recommended next steps • upgrade credit applied.</p>	<p>STEP 05 Upgrade?</p> <p>Fee credited if upgrades to Review / Production within 14 days.</p>
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CONTRACT REVIEW (STANDARD / COMPLEX) • £75 / £175 • 5 / 7 wd

<p>STEP 01 Buy</p> <p>Stripe Payment Link • standard or complex tier.</p>	<p>STEP 02 Intake</p> <p>Wix form • upload contract + project context.</p>	<p>STEP 03 Review</p> <p>Chartered professional reviews + redlines.</p>	<p>STEP 04 Deliver</p> <p>PDF redline + risk summary + recommended changes • chartered signature.</p>	<p>STEP 05 Q&A;</p> <p>Optional follow-up Q&A; via WhatsApp/email on Complex (no extra cost • written, async).</p>
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CONTRACT PRODUCTION (STANDARD / PREMIUM) • £150 / £450 • 7 / 10 wd

<p>STEP 01 Buy</p> <p>Stripe Payment Link · standard or premium tier.</p>	<p>STEP 02 Brief</p> <p>Pre-drafting phone scoping (30 min) on Premium — the only scheduled call · captures the brief.</p>	<p>STEP 03 Draft</p> <p>Bespoke contract drafted from your parameters.</p>	<p>STEP 04 Redlines</p> <p>1 round on Standard · 2 rounds on Premium.</p>	<p>STEP 05 Sign-off</p> <p>Word + PDF · chartered signature · post-execution Q&A; via WhatsApp/email on Premium (14 days).</p>
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LIABILITY

Contract Review and Contract Production deliverables are formally signed by the chartered professional. Liability is capped at fees you have paid in the preceding 12 months. There is no higher cap.

LIMITS & SLAs

What happens at the cap.

Hard query caps at every tier. Behaviour is the same – only the numbers change. Top-ups available; no soft-allow.

QUERY CAP BEHAVIOUR – STEP BY STEP

STEP 01	STEP 02	STEP 03	STEP 04
80% of cap	100% of cap	Top-up	Reset
Automated email warning. No interruption to service.	Agent stops accepting new queries. Three options offered: top-up, tier-up, wait until 1st of next month.	+25 / +50 / +100 / +200 queries depending on tier. Provisioned within 1 hr of payment.	Cap resets 00:01 UTC on the 1st of every calendar month.

SLA HONOURING

On time	Standard. Output delivered within tier SLA. No action needed.
SLA breach	Auto-detected by dashboard timer. Customer notified by email with apology + credit (1 wk subscription free OR 25% off next one-off).
Repeat breach	Escalates to Service Failure refund eligibility per the Refund Policy.
Force majeure	Outage > 48 hr → service-credit + retroactive pro-rata billing adjustment.

CUSTOM CAPACITY	Beyond Enterprise (500 queries / 1 user / 1 base project)? Email kit@kitbuild.ai with subject 'Custom capacity request'. Response within 2 working days. Common configurations: 5+ subscriptions for one firm, 30+ projects, API access, white-label.
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ESCALATION

When the agent isn't enough.

The chartered ladder. Each rung adds chartered judgment, signature or formal sign-off as the situation demands.

<p>STEP 01 Agent</p> <p>AI-assisted output, tier-reviewed. Most queries end here.</p>	<p>STEP 02 Triage</p> <p>£75 · 30 min chartered phone consultation. Fee credited on upgrade.</p>	<p>STEP 03 Review</p> <p>£75 / £175 · formal contract review · chartered signature.</p>	<p>STEP 04 Production</p> <p>£150 / £450 · bespoke contract drafted · chartered sign-off.</p>	<p>STEP 05 Reclaim</p> <p>£350-£750 · insurance claim formal advisory · sister venture.</p>
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WHEN TO USE WHICH

Agent	Day-to-day production work. Estimating, valuations, RAMS, programme, variations.
Triage	Unsure which service you need. Complex situation needing 30 min of chartered judgment. Pre-purchase scoping.
Review	You have a contract in hand. You need a chartered eye + redline + risk summary.
Production	You need a bespoke contract drafted from scratch. JCT / NEC / FIDIC family.
Reclaim	Insurance claim cost / scope / dispute. Builders rebuilding fire-damaged work; loss-affected homeowners.
Custom	Beyond Enterprise. Email kit@kitbuild.ai with custom capacity request.

WHO MAKES THE CALL The customer can request escalation at any rung. The chartered reviewer can also flag an output for escalation if it sits outside the agent's defined scope — common with regulated structural / fire / planning matters.

SUPPORT · REFUNDS

How to get help.

The 9am batch ritual. Tier-banded response SLAs. Three Service Failure triggers for refund eligibility.

HOW TO GET SUPPORT

<p>STEP 01 In dashboard</p> <p>Help button – pre-filled with sessionId, tier, project. Sent to kit@kitbuild.ai.</p>	<p>STEP 02 Email</p> <p>Direct to kit@kitbuild.ai with your account email. Gmail filters auto-label.</p>	<p>STEP 03 Triage</p> <p>9am Mon–Fri Dave clears the inbox by Gmail label. Response per tier SLA.</p>	<p>STEP 04 Resolution</p> <p>Most responses within tier SLA. Persistent issues → SLA-breach credit + apology.</p>
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REFUND ELIGIBILITY – THREE TRIGGERS

- + 3+ consecutive failed agent queries in 24 hr (empty / materially erroneous / unintelligible output)
- + Scheduled human review missed by >5 working days beyond SLA
- + Platform outage exceeding 48 continuous hours not attributable to force majeure

REFUND PROCESS

<p>STEP 01 Request</p> <p>Email kit@kitbuild.ai with subject 'Refund request' and details.</p>	<p>STEP 02 Triage</p> <p>Reviewed within 1 working day. Either confirmed or counter-proposed.</p>	<p>STEP 03 Process</p> <p>Stripe refund + reasoned email within 14 days of confirmation.</p>	<p>STEP 04 Cancel</p> <p>If subscription, you can also cancel from Stripe customer portal – link in dashboard footer.</p>
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CANCELLATION Cancel any time via Stripe customer portal. Subscription continues to end of paid month, then lapses. Founder discount lapses on cancellation – rejoin at standard pricing. Acknowledgement email sent automatically.

KIT – FACELESS · CHARTERED · SME-FOCUSED

Construction expertise, on tap.

This document is the operational companion to **What's Included v2.2.7**. Read alongside.

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