CONCLAVO

ORIGINAL RESEARCH



CONCLAVO RESEARCH BRIEF

Sell the Finished Outcome

By Eric Gutiérrez · @EricXProfile

A fixed price is a commitment to deliver

THE CUSTOMER

They want the job handled and a bill they can plan for. They need to know what's included and who owns the problem when something goes wrong.

THE PROVIDER

They can use AI for part of the job. Their team still handles exceptions, corrects mistakes, and follows up. The time that takes can vary from month to month.

THE STRATEGIC DECISION

What result to promise, how much work to include, and what to charge so the service earns the margin you need.

EXECUTIVE SUMMARY

Sell the result. Price the human work.

A managed AI support desk takes responsibility for the tickets AI hands back. Measure that work before quoting.

THE WORKED EXAMPLE

$2,000 per month · 400 conversations · 60% gross-margin target

$582	15.9 h	3.95 min
for human work	**total human time**	**per human ticket***

*After four hours of account work. The model assumes AI resolves 55% of incoming conversations at $0.99 each and human labor costs $36.73 per hour.

At eight minutes per human ticket, margin falls to 37.7%.

TWO WAYS TO RESTORE 60% GROSS MARGIN

$3,116 / month

Quote for the same 400 conversations.

237 conversations

Cap per month at the original $2,000.

CONCLAVO'S GUIDANCE

Time the tickets that reach a person. Use that time to set the fee and the volume you include.

The tool starts at $75. A staffed support desk starts at $2,000.

ChatRep lists these monthly starting prices for self-service software, managed AI, and staffed support.

SELF-SERVICE

$75

Client sets up AI and handles escalations.

MANAGED AI

$500

Provider maintains AI. Client handles escalations.

DEDICATED REP

$2,000+

Philippines-based rep plus the AI platform.

ChatRep published monthly prices

CONCLAVO'S GUIDANCE

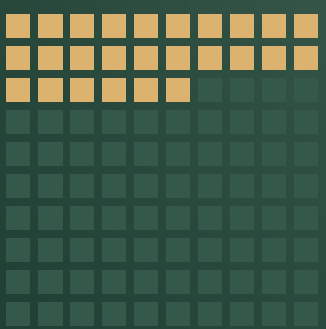
Quote the work you'll own. Tell the customer who answers, who handles escalations, and how quickly they can expect a response.

At three companies, AI resolved 26% to 55% of the conversations it joined.

Each grid represents 100 conversations involving Fin.

Birdie Care

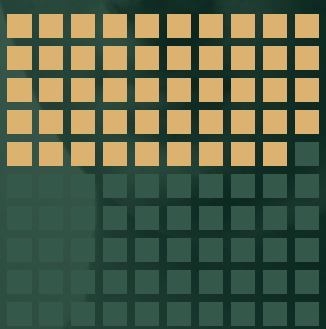
26%



Read the case

Swyftx

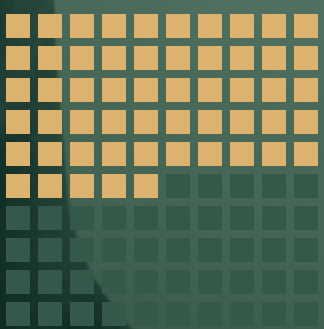
49%



Read the case

Synthesia

55%



Read the case

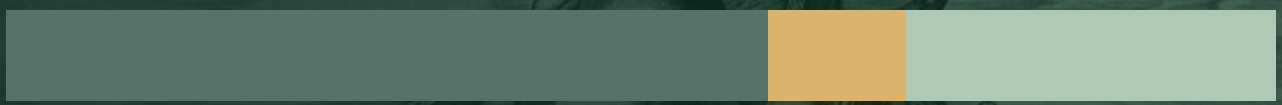
Swyftx also reported 40+ team hours saved per week at its own scale. Fin resolutions may include assumed resolutions. The model uses 55% as a scenario.

CONCLAVO'S GUIDANCE

Test AI on the customer's own tickets. Count how many still need a person and what that person has to do.

Our $2,000 retainer buys about 16 hours of human work at a 60% gross-margin target.

Worked example · 400 monthly text conversations · 55% AI resolution



Target gross profit	**$1,200**
220 AI resolutions × $0.99	**$217.80**
Remaining delivery labor	**$582.20**

15.9 h

Total human time at $36.73/hour.
Reserve 4 hours for account work.
The other 180 cases get 3.95 minutes each.

Fin text resolution price **BLS compensation benchmark**

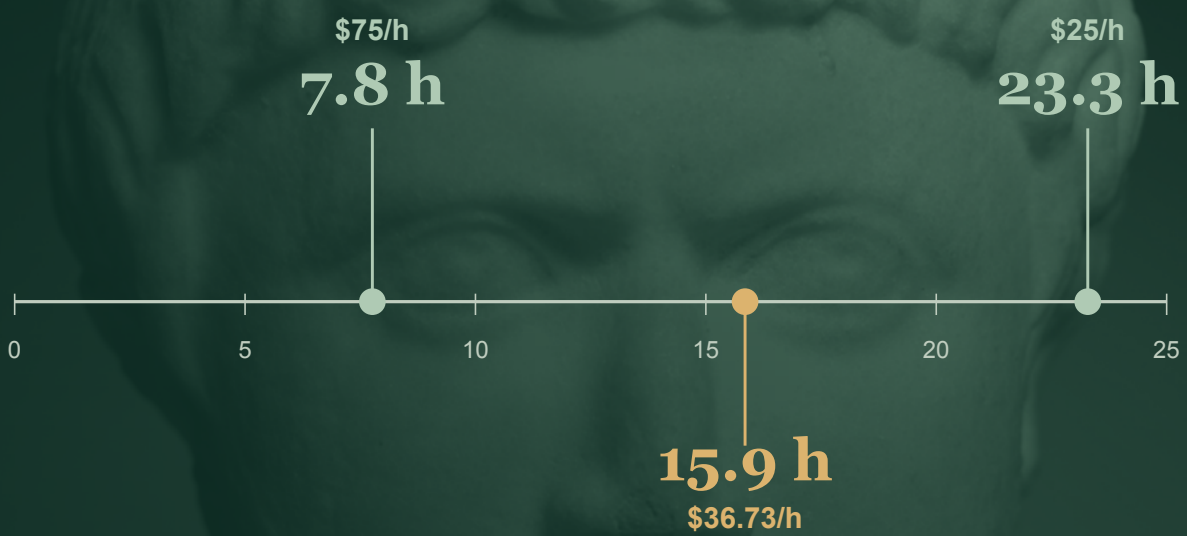
Model uses a client-paid helpdesk and simple transfers. If all 180 transfers are billed as $0.99 procedure handoffs, total human capacity falls to 11.0 hours.

CONCLAVO'S GUIDANCE

Reserve time for quality checks, reporting, and client calls first. In this example, that leaves just under four minutes for each ticket a person handles.

The same $582 buys 23 hours at $25 an hour or eight hours at $75.

In the worked example, $36.73 per hour leaves 15.9 hours for human work.



BLS June 2026 reports $36.73 per hour worked, including benefits, for U.S. private-industry office and administrative support. $25 and $75 are sensitivity cases.

BLS Table 4 · wages and benefits

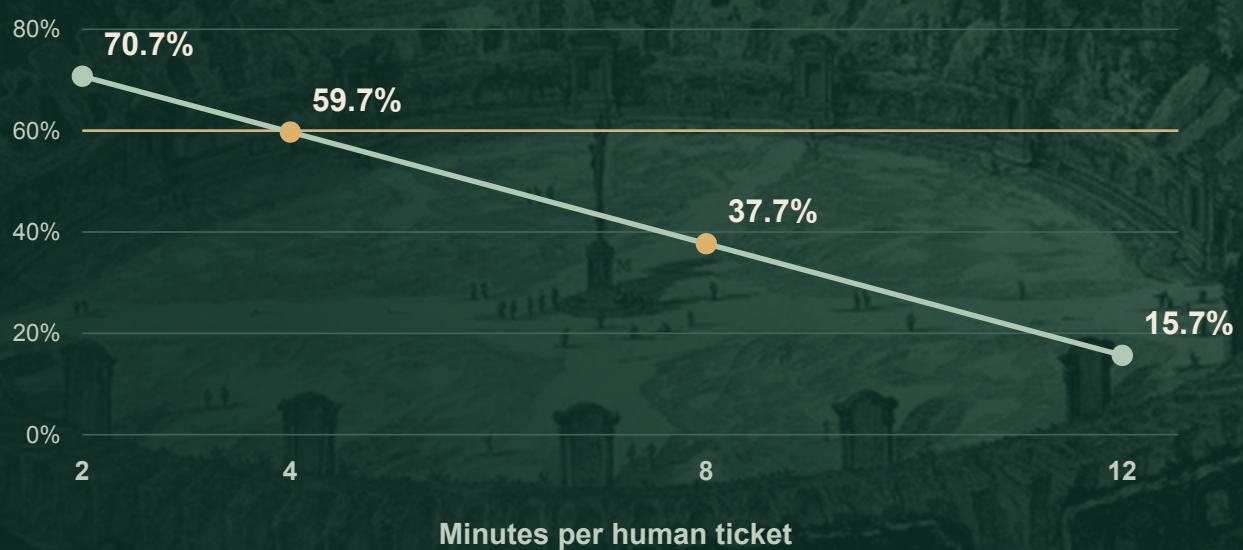
CONCLAVO'S GUIDANCE

Assign routine cases to trained support staff. Budget specialist time for the cases that need it, and quote setup separately.

Hours = (fee × (1 − target margin) − AI charges − other direct costs) ÷ labor rate. This delivery model assumes staffed hours are allocable and excludes corporate overhead.

Four extra minutes per human ticket cut gross margin from about 60% to 38% in our model.

At 400 conversations, each extra minute per human ticket adds $110 to the monthly labor bill.



CONCLAVO'S GUIDANCE

Time real tickets through resolution. Include follow-ups and reopened cases when you estimate what a typical ticket costs to handle.

Scenario uses $217.80 for AI and $36.73 per staffed hour, with four fixed delivery hours.

At eight minutes per human ticket, a $2,000 plan covers 237 incoming conversations a month.

Gold marks the 60% gross-margin limit at eight minutes.

	Minutes per human ticket			
Conversations	2	4	8	12
200	81.7%	76.2%	65.2%	54.2%
237	79.7%	73.1%	60.1%	47.0%
400	70.7%	59.7%	37.7%	15.7%
600	59.8%	43.3%	10.2%	-22.9%
800	48.8%	26.8%	-17.3%	-61.4%

Assumes 55% AI resolution, $0.99 per AI resolution, $36.73/hour and four fixed hours. At 237 conversations and eight minutes, modeled margin is 60.09%.

CONCLAVO'S GUIDANCE

Put 237 conversations in the proposal at $2,000. If the customer needs 400, quote $3,116 a month to preserve the same modeled margin.

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Contact@Conclavo.com