



World-class CX. Without the billion-dollar budget.

Performs like the giants — and fits your budget.

360 platform • Governed AI employee • No per-seat fees

Grounded • Governed • Provable

THE PROBLEM

The big platforms aren't built for small budgets



Built for the enterprise

Per-seat pricing, high minimums and implementation costs.



Cost rises as you grow

Every new agent raises the bill — exactly what a growing company can't absorb.



Small budgets are priced out

Startups and brands with small CX can't meet enterprise minimums.



No one builds their transition

No one guides them into automation and AI. That's the gap.

REAL EXAMPLE (anonymized)

~\$25k

USD per year — the annual CX budget of a global brand.

Big as a brand, with an SMB's budget — and it deserves the same standard.

THE MARKET MAP

The same CX standard — now at your scale

WHERE THE GIANTS COMPETE • GIANT BUDGET

Zendesk • Gorgias • Intercom / Fin • Sierra • Decagon

Enterprise, field sales, high minimums

The same CX standard — now within your reach

AT YOUR SCALE • THE SAME STANDARD, NO GIANT BUDGET

A2CX delivers it

Startups and growing brands — world-class CX, with no per-seat fees.

WHAT A2CX IS

A 360 platform, not a single feature

A2CX · 360 platform + governed AI employee



CX Inbox



AI agent



WFM



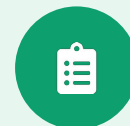
QA



Analytics



Outbound



Forms

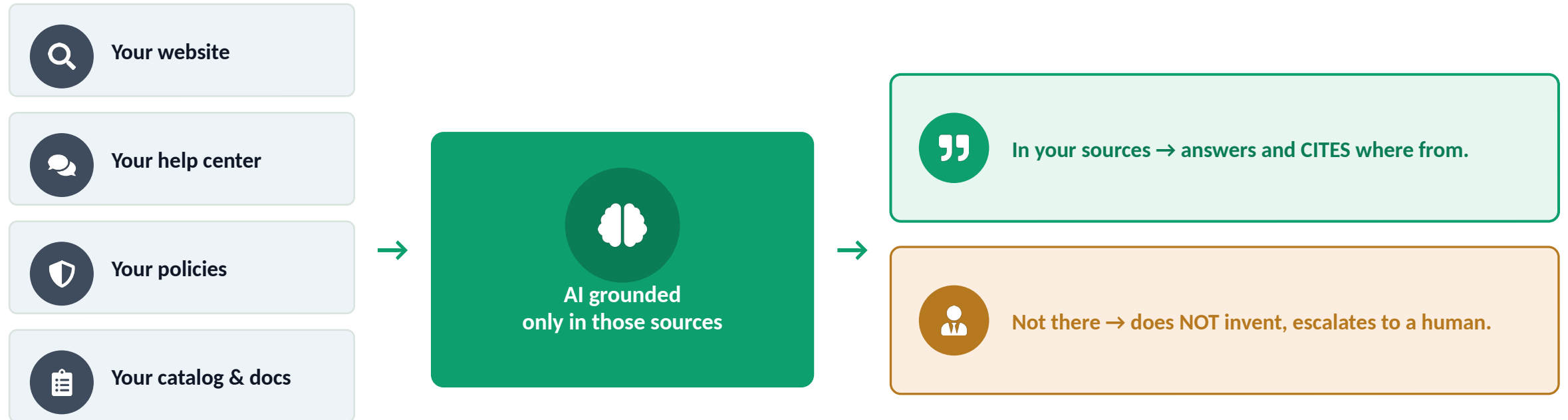


Governance

No per-seat fees: pay for usage and per resolved case. Without AI, it runs as traditional SaaS.

THE KEY IDEA: GROUNDING

Grounded in what? YOUR knowledge — nothing else



“Grounding” = the AI may only use YOUR verified sources. Beyond them, it doesn’t guess.

WHERE THE BILLIONS GO

To sales & brand — not to a better answer to your ticket



Salesforce (FY2024): \$12.9B on sales & marketing vs \$4.9B on R&D.

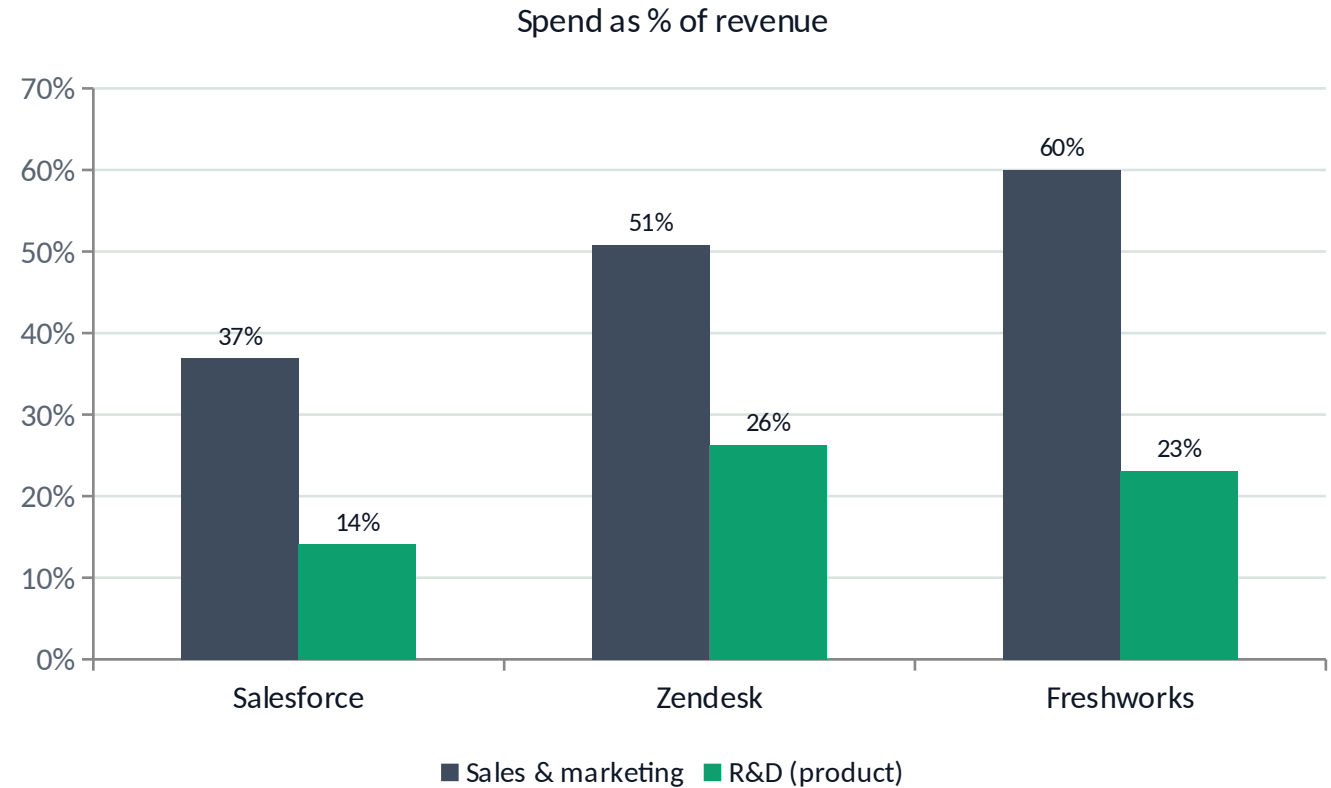


Freshworks (2023): 60% of revenue to sales & marketing; 23% to R&D.



Their billions win logos and campaigns — almost none improves YOUR ticket.

2.6x more on SALES than on product (R&D).



Sources: GAAP statements: Salesforce FY2024, Zendesk FY2021, Freshworks FY2023 (Business Wire / GlobeNewswire / SEC 10-K). % of that year's revenue.

Grounding in your sources cuts invention 2-3×

58-88% → 17-33%

Hallucination on the SAME questions: ungrounded, a model invents up to 88% of the time; grounded in its sources, it drops to 17-33%. Same model, different grounding.



THE HONEST CAVEAT

Grounding reduces, it doesn't eliminate. With poor retrieval, errors rise (10.2% → 66.1%). That's why the retrieval + governance layer IS the product — and where we put the work.

Billions or not: without grounding you invent; with grounding and governance you resolve. That's where we compete as equals.

THE ECONOMICS

Flat cost vs cost that explodes

Example: ~2,000 tickets/mo ≈ 5 agents

- ✓ Zendesk ($\$115 + \50) $\times 5 = \$825/\text{mo}$ — and rises per seat.
- ✓ A2CX Starter: $\$990/\text{mo}$, all modules, no user cap, with AI.
- ✓ Near parity TODAY — but A2CX doesn't rise as you grow, and includes AI.
- ✓ Our internal cost: $\sim\$0.013$ per resolution.



THE MODEL

Two layers, no surprises



PLATFORM • by volume, all included

- Starter — 2,000 tickets: \$990 / mo
- Growth — 6,000 tickets: \$2,400 / mo
- Scale — 15,000 tickets: \$5,000 / mo
- Enterprise — 15,000+: custom
- Unlimited agents • 100 AI resolutions included • annual -16%



AI BY OUTCOME • you only pay when it resolves

- Verified resolution: up to \$1 (customer closes it, no follow-up in 72 h)
- Accepted draft: up to \$0.50 (AI drafts, agent sends)
- Not resolved / escalated: \$0 (you don't pay for the attempt)
- Volume: $\geq 10k \rightarrow$ up to \$0.85 • $\geq 50k \rightarrow$ up to \$0.70

Example: 15,000 tickets, 5,000 by AI $\rightarrow \$5,000 + 4,900 \times \$1 =$ **\$9,900/mo = \$0.66 per ticket, all in**

Sources: A2CX pricing workbook. List prices; volume and term are negotiated.

POSITIONING

The world-class alternative, built for your scale

We perform like the giants — with governance and focus — at a price built for you:



Growing startups



Brands with a small CX budget



Teams making the move to AI

World-class CX. Without the billion-dollar budget.

Performs like the giants — and fits your budget.

NEXT STEP

A demo and a 30 to 90-day pilot



Live demo (30 min)

We look at your case and design the business case together.



30 to 90-day pilot

No platform fee: you pay only verified resolutions, with metrics agreed before the start — proven on your data.

Sources

Stanford HAI, AI Index 2025 (open vs cerrado; inferencia ~280x; Epoch AI) · Vectara HHEM (7B 5.6% vs 70B 5.1%) · Dahl et al. 2024 + Stanford RegLab 2024 (anclaje 58–88%→17–33%) · Google Research 2025 · Salesforce FY2024 / Zendesk FY2021 / Freshworks FY2023 (GAAP) · Zendesk/Intercom/Gorgias pricing 2026 · Fortune Business Insights · A2CX pricing workbook. Precios de referencia, sujetos a cambios.