

Gamma AI Concierge and Gamma Plus FAQ

Gamma AI Concierge FAQ

Overview

Q: What is Gamma AI Concierge?

A: Gamma AI Concierge is an AI-powered virtual receptionist and customer service solution for SMBs. It automates appointment scheduling, integrates with leading calendar platforms, and delivers a consistent, professional customer experience 24/7. Provisioned and managed via Gamma Plus, it's easy to deploy, backed by UK-based support, and designed for partner delivery.

Q: Who is it for?

A: SMB and mid-market businesses with high-volume customer interactions, lean staffing, and time-sensitive service delivery.

Integration and Deployment

Q: How does Gamma AI Concierge fit into Gamma's product portfolio?

A: It integrates with Gamma services (Horizon, Horizon Contact, Inbound, PhoneLine+, Horizon with Webex, iPECS, Webex for Gamma) and any IVR-enabled telephony platform. New non-geo UK numbers are assigned for each assistant, which can be integrated behind other Gamma telephony products.

Q: How is it provisioned?

A: Via Gamma Plus for quick onboarding. Provisioning is typically completed within 24-48 hours of order placement.

Q: What calendar systems does it integrate with?

A: Google Calendar, Microsoft Outlook, Acuity Scheduling, and SimplyBook.me. (Acuity and SimplyBook.me require premium subscriptions.) Only one calendar can be integrated per assistant at a time.

Q: Can appointments be rescheduled or cancelled?

A: Yes. Customers can reschedule or cancel appointments made through the assistant, using the unique reference number provided at booking.

Q: Can multiple calendars be linked to one assistant?

A: No, one calendar per assistant at launch.

Features

Q: What makes it different from traditional IVR or reception services?

A:

- 24/7 availability
- Smart scheduling and calendar integration
- Professional voice interaction
- Unlimited concurrency
- Personalised, context-aware responses using your business knowledge base
- Website integration via JavaScript snippet

Q: Is call recording and transcription included?

A: Yes. Every call handled by the virtual assistant is visible in the Call Records page within the dashboard. Customers can play back recordings and view transcripts for full transparency and insight into customer enquiries. Recordings and transcripts are stored for 90 days, then removed from the dashboard and hard deleted from storage.

Q: What dashboard insights are available?

A: The dashboard provides metrics such as total calls, average call duration, success rate, number of appointments booked, and sentiment analysis.

Q: How does sentiment analysis work?

A: Sentiment analysis is based on tone and language; it is indicative only and used to identify customer satisfaction and concerns.

Q: What happens if the assistant is unavailable or the account is suspended?

A: Calls can be redirected to a fallback number. If usage caps are exceeded and the account is suspended, the assistant will not answer calls, and all calls will be diverted to the fallback number.

Q: How is the business knowledge base created and updated?

A: The knowledge base is automatically generated from your website at setup and can be enhanced with uploaded documents (PDFs, text files, FAQs). Additional pages can be uploaded manually.

Q: Can the assistant be embedded on a website?

A: Yes, via a JavaScript snippet for direct customer interaction through the browser.

Usage, Billing and Controls

Q: How is usage managed and controlled?

A: Administrators can set hourly, daily, and monthly usage caps, plus overage thresholds. Automated notifications are sent at 50%, 75%, 90%, 100%, and overage. If caps are exceeded, the account is suspended and calls are diverted to the fallback number.

Q: What is the commercial model?

A:

- £0 monthly rental at launch
- First 100 minutes free

- £0.30 per minute thereafter (pay-as-you-go)
- Usage-based billing with itemised event files (no call data records provided)

Security and Compliance

Q: How is data stored and protected?

A: All data and call recordings are stored in UK-based AWS S3 buckets for 90 days, then hard deleted. The service is GDPR-compliant and aligned with ISO27001:2013 and Cyber Essentials.

Q: Are there compliance risks or gaps?

A: Pending clarifications on long-term storage, agent access, vertical-specific compliance (e.g., healthcare, finance), and vendor responsibilities for data handling.

Performance and Support

Q: What are the performance standards?

A:

- <2 seconds response time
- 99.9% uptime
- High-quality voice
- 95% accuracy in understanding/responding
- 90% booking success rate

Q: What support is available?

A: 24/7 support via phone and email. Faults can be raised and tracked via the portal.

Launch and Access

Q: When will Gamma AI Concierge launch?

A:

- Limited partner launch: 8th December

- Full market launch: March 2026

Q: Why is the initial launch limited?

A: To ensure feature fit and gather feedback before full rollout.

Q: How do partners join early access?

A: Initially 67 partners have automatic permissions via Gamma Plus; others can be added manually after approval.

Technical Notes

Q: Can this be added to existing Gamma DDIs?

A: No, a new non-geo 033 number is required. After cessation, numbers enter a 90-day quarantine period.

Q: How often does the knowledge base update from the website?

A: The website scrape is automatic at setup; Additional single page URL's and .txt & PDF files can be uploaded manually through the knowledge base.

Q: Can it offer alternative times if a slot is unavailable?

A: Yes, the assistant will offer the next available appointment.

Q: How does it handle multiple bookings for the same time slot?

A: At launch: one assistant, one calendar, one booking per time. Future release will allow customisation.

Roadmap and Open Items

Q: What's coming next?

A:

- CRM integration
- Vertical-specific booking systems
- Live agent handoff
- Enhanced sentiment reporting
- Multilingual and multimodal support

Gamma Plus FAQs

Q: What is Gamma Plus?

A: Gamma Plus is Gamma's new platform designed to deliver intelligent, value-added services to small and medium-sized businesses in the UK. It acts as a unified digital storefront, making it easy

for partners to discover, bundle, and deploy advanced solutions for their customers, all in one place.

Q: What is the purpose of Gamma Plus?

A: The purpose of Gamma Plus is to help businesses modernise their customer service and operations without added complexity. By providing a single destination for intelligent services, Gamma Plus streamlines the process of adopting new technology and maximises value for both partners and end customers.

Q: How does Gamma Plus benefit partners?

A: Partners can use Gamma Plus to bundle and deploy offerings quickly, making sales more efficient and increasing contract value. The platform simplifies workflows, reduces manual processes, and enables partners to bring new services to market faster and with less operational overhead. It also provides enablement, training, UK-based support, and a feedback-driven roadmap.

Q: Who is Gamma Plus for?

A: Gamma Plus is aimed at UK small and medium-sized enterprises (SMEs), especially those looking to improve customer engagement, automate routine tasks, and scale their operations efficiently. It is also designed for channel partners serving these businesses, helping them grow their portfolios and deliver more value to customers.

Q: How is Gamma Plus different from the Gamma Portal?

A: The Gamma Portal is focused on provisioning and managing existing Gamma services, while Gamma Plus is a unified, automated platform for selling, bundling, and managing value-added services. Gamma Plus accelerates selling, simplifies management, and supports scalable growth, acting as a marketplace for digital services rather than just a provisioning tool.

Q: What is the current phase of Gamma Plus?

A: Gamma Plus is being launched in an initial phase with a limited release to selected partners, featuring Gamma AI Concierge as the first available service. This approach allows Gamma to gather feedback on both the platform and the AI Concierge solution, ensure a high-quality experience, and refine the offering before a broader rollout.

Q: What is the future vision for Gamma Plus?

A: Gamma Plus will continue to evolve, with new features and services added over time based on feedback from partners and customers. The goal is to make Gamma Plus the go-to platform for intelligent business services, supporting a wide range of needs as the digital landscape develops.

Q: What are the key benefits and capabilities of Gamma Plus?

A:

- Unified digital storefront for discovering, ordering, and managing services
- Automated quoting, ordering, billing, and lifecycle management
- Fast onboarding and deployment
- Flexible platform for bundling and cross-selling services
- White label options for partners
- UK-based support and enablement resources
- Feedback-driven roadmap for continuous improvement
- Seamless integration with existing Gamma products and partner systems
- Enterprise-grade security and compliance