AUTUMN CHILDCARE

Prepared by ManyHats Automations for Kamal, 13 November 2026

What we built for Autumn Child Care

A new website, a chat assistant and a phone assistant that answer parents day and night, book tours into your calendars and pass anything important straight to your team. Here is each piece, what it does for you, and where it stands today.

See the ads and posts (with videos)

● Live: working now ● Ready: waiting on you ● In final testing

---

Website Live

autumnchildcare.ca is a new site built around your two centres in Chilliwack, Hocking Avenue and Olds Drive.

- A page for each centre, your programs for ages 0 to 5, and a walk-through film of the spaces.
- A Book a tour page that books straight into your tour calendars.
- The phone number on every page is the assistant line, 778-924-0123. Your own mobile is not on the site.
- A privacy page that tells parents how calls and chats are handled.

Checked today: all 39 pages load, and every one shows 778-924-0123.

Ava, the chat assistant Live

Ava is the "Chat with us" button on the website. She answers parents' questions at any hour, using only the facts you have approved about Autumn.

- Answers questions about the centres, ages, hours, programs and how tours work.
- Books a tour at the centre the parent chooses, and confirms it in the chat.
- Saves each enquiry so your team can follow up.
- Passes anything urgent, any complaint, current-family questions and enrolment questions to your team (see Alerts).

> Before going live, Ava passed 25 out of 25 practice conversations, including 5 that tried to trick her into saying something she shouldn't.

Phone assistant Live

778-924-0123

Parents who call this number reach a friendly voice assistant, day or night.

- Answers the same questions Ava does, and books tours during the call. The parent hears the booking confirmed before they hang up.
- For an emergency or a safety concern it transfers the call to you straight away.
- It never asks callers for an email address, and it points parents to the website for more detail.

> The phone assistant passed 22 out of 22 practice calls, and a real test call overnight booked a tour correctly.

Tour booking and emails In final testing

Two tour calendars, one for each centre, set to Vancouver time. Tours booked by Ava, the phone assistant or the website all land in the right calendar.

- Parents get emails when a tour is booked, as a reminder before the tour, and if it is cancelled. These are set up and in final testing.
- A text message confirming the tour is being finished. Until it is ready, parents get their confirmation during the chat or call.

Alerts to your team Live

When a parent needs a person, the assistants pass it on right away. Alerts go to you, to Paul and to the Autumn alerts inbox. There are five kinds:

Kind	Example
Urgent or safety	"My child had a reaction at pick-up"
Current family	A parent already at Autumn asks about their child's day
Complaint	A parent is unhappy about something
Enrolment	Questions about spaces and start dates
General	Anything else that needs a person

The full urgent-safety alert is in final testing with you today, so you can see exactly what arrives.

Calendars and follow-up Live

Behind the assistants sits a customer system (GoHighLevel, the LeadConnector app on your phone) that keeps everything in one place.

- Every enquiry, with the parent's details and what they asked.
- A simple pipeline, from first enquiry to tour to enrolled.

- Both tour calendars. After each tour you tap Showed or No show in the app.
- 14 automations that keep the calendars, follow-ups and the assistants in step.

The next section shows how it all fits together.

How it works

A parent's journey, in 5 steps

1. **A parent asks.** On the website chat, by phone (778-924-0123) or the website form.
2. **Ava or the phone assistant answers.** Day or night, using only the facts you approved.
3. **A tour is booked.** It lands in the right centre's tour calendar.
4. **Emails and alerts go out.** The parent gets a confirmation; your team is told.
5. **After the tour.** You mark Showed or No show; follow-ups take it from there.

Status key: On = running now. Paused = switched off on purpose. Being finished = built, not switched on yet.

Your calendar and contacts system (GoHighLevel)

All 14 automations are on.

What it is	What it does	Status
Enquiry thank-you emails	Thanks the parent after the website form, then sends a few helpful follow-up emails.	On
Tour request and question	Adds the family to your enquiry list as "tour requested" or "question".	On
Tour confirmations (both centres)	Emails the parent a confirmation and a reminder before the tour.	On
New tour alert	Tells Ava and emails your team that a tour is booked.	On
Tour cancelled	Emails the parent to confirm the cancellation.	On

What it is	What it does	Status
Emergency or safety alert	Notifies you straight away when a message is marked urgent.	On
After the tour (Showed or No show)	No show: emails the parent to offer another time. Showed: updates the family's record.	On
Keeping Ava up to date	Lets Ava know when a family moves to waitlist, enrolled or closed, and sends Ava's replies to parents.	On

Your assistants' system (Delta)

Status is from our records of 13 November. Delta shows these only in its own dashboard, so we check them live together.

What it is	What it does	Status
New enquiry replies	Texts a quick reply, emails the information a parent asks for (fees, programs, tours, enrolling, a day at Autumn) and follows up gently if no tour is booked.	On
Missed call and quiet chat	Texts a caller back after a missed call, and checks in when a chat goes quiet.	Being finished
Tour reminder texts	Texts the parent a reminder before the tour.	Being finished
Stopping reminders	Stops a tour's reminders when it is cancelled (on). Stops other follow-ups once a tour is booked (paused).	On / Paused
Rebooking	Invites the parent to pick a new time after a cancelled or missed tour.	Being finished
Safety and urgent alert	Alerts your team right away when an urgent message comes in.	On
After a call or a tour	Text after a phone call (paused). Check-in and follow-up emails after a visit, until the family decides (being finished).	Paused / Being

What it is	What it does	Status
Waitlist and enrolled families	Waitlist check-ins, survey replies and review requests are on but not used yet. The welcome message is being finished.	On / Being finis

Facebook and Instagram ads

Ready: waiting on your card

Your ad account is set up and switched off, so nothing can spend until you say so.

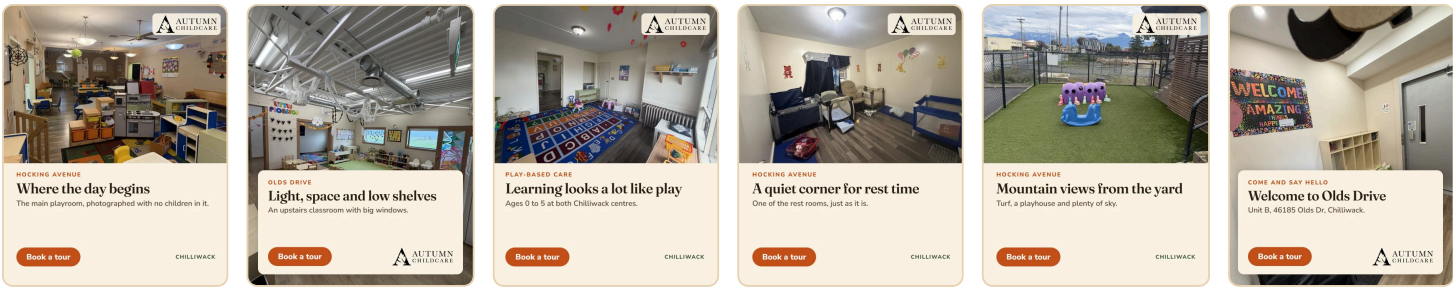
- 1 campaign to book tours in Chilliwack, with 2 audiences: families within about 10 km, and people who have already visited your site or Page.
- 25 ads are designed and loaded into your ad account. Facebook creates them inside the ad sets the moment your card is added, which takes about a minute, and they stay paused until you choose a budget.
- They are made from real photos and film of your centres with no children in them. The first 10 go live first. Nothing has been spent.
- See every ad on the showcase page.
- Your Facebook Page now links to autumnchildcare.ca, and its main button now reads "Sign up" and opens the Book a tour page. Parents can still message you through the Message button.

Instagram and Facebook posts

10 new posts going up 13 November

The 10 new posts were posted on 13 November at Paul's direction. You can ask for any post to be removed. The first set of 10 picture posts is still waiting for your OK.

- 10 picture posts: centre photos, a tour invitation, hours and ages.
- 10 new posts made today: 6 pictures and 4 short silent videos with captions, each in feed and Reel sizes.



[See all the posts, with videos and captions, on the showcase page]

Contracts Ready to sign

Agreement	Price	When
Website and AI assistants	$3,500 one-time. Ava management: $150 a month for months 1 to 3, then $250 a month.	Today
Ads (Meta and Google)	$900 a month for setting up and running the ads. Ad spend is extra, paid by you directly to Meta and Google.	Next week

Please read both before signing. Your accounts stay yours: ManyHats has access only to run them, and hands it back on request.

Privacy and safety

- Your personal mobile is never shown to parents. The public number is the assistant line.
- The assistants say only what you have approved. They do not make promises about spaces, prices or funding beyond what you have confirmed.
- Call recordings are kept for 6 months, then deleted. The privacy page names the AI services used.
- Alerts go only to you, Paul and the Autumn alerts inbox.
- No ad goes live and no message goes out without your OK, and the ads cannot spend until you add your card and a monthly limit. The 10 new posts were posted on 13 November at Paul's direction; you can ask for any of them to be removed.

- No picture of a child is generated or used. Every centre photo is real and taken with no children present.

What we need from you

- [ ] Add your card and a monthly spending limit on the Meta ad account.
- [ ] Give us a second phone number for emergency call transfers, so urgent calls reach someone if you can't answer.
- [ ] Give your written OK on the wording the assistants use for emergencies.
- [ ] Give your written OK to use the real centre photos and film in ads.
- [ ] Turn on automatic top-up (or a low-balance email) for the AI service account, so the assistants never pause.
- [ ] Confirm tour hours at both centres, the company name that signs, and the email parents should see.

What happens next

- **Today:** sign the website and AI assistants agreement, and go through the list above together.
- **When your card is added:** Facebook creates the 25 ads, still paused; the first 10 go live at the budget you choose.
- **Next week:** Google Ads in your own name, and the ads agreement.
- **Soon after:** the text-message tour confirmation goes live.
- **After the first week:** a review of every chat, call and booking, then a monthly check-in to keep improving.