A sample with a fictional product

Example Assist, its prices, pages and sources are invented. The questions, the kinds of finding and the recommendations follow patterns we see again and again when we review real AI vendors' public documentation, so this is the shape and depth your own report would have.

Buyer Readiness Report · Example Assist

Make the AI answers as clear as the AI agent.

Example Assist prices seats clearly and explains handover to human agents well. The gaps are in what support and data protection leads ask next: what counts as a billed resolution, whether conversations train models, where they are processed and who is responsible for the AI's answers. Those answers are spread across the pricing page, a billing article, the privacy notice and the terms, and in two places they disagree. S1 S2 S5 S7

Product	Buyer perspective	Market	Scope	Evidence captured
Example Assist	EU online retailer, 6 support agents, 1,500 conversations a month	English site, EUR pricing	10 questions, 12 official pages	6 November 2026

Start with these three changes

1. Say on the pricing page that unanswered conversations count as resolved after 24 hours.
2. State whether conversations improve models, and how to opt out.
3. Explain where conversations are processed, including the model provider.

Of the ten buyer questions: 3 clear · 5 need clarification · 2 conflicting

Keep what already helps

These answers are already clear. Keep them as they are while the other pages change.

Seat prices are calculable

Both plans show monthly and yearly prices per agent seat, and the resolution price is on the pricing page. S1

Handover is explained

The help centre shows when the AI hands a conversation to a person and what the agent sees. S9

Languages are listed

The language page names every supported language and marks which ones are in beta. S10

Our conclusion

AI purchases go through support, finance and data protection. Pages that answer each of them the same way shorten that approval.

What a buyer can establish today

Ten buying questions selected for an EU online retailer adding an AI agent to a support team of six. Each answer is what the reviewed pages support, with its sources.

Buyer question	Answer from the reviewed pages
1 **What does the first year cost?**	Clear Team costs €39 per agent seat a month billed monthly, or €32 billed yearly, plus €0.90 per AI resolution. VAT is extra. Our example below comes to €11,408 or €10,404. S1
2 **What counts as a billed resolution?**	Conflicting answers The pricing page says "you pay only when the AI resolves the question". The billing article also counts a conversation as resolved when the customer does not reply within 24 hours. S1 S2
3 **How many conversations will it resolve?**	Needs clarification The homepage says "resolves 70% of conversations". The case study behind it counts unanswered conversations as resolved and covers one software company. S3 S4
4 **Are our conversations used to train models?**	Conflicting answers The AI page says "we never train on your data". The privacy notice uses anonymised conversations to improve the product's models, with an opt-out on request. S6 S5
5 **Where are conversations processed?**	Needs clarification The security page says "EU hosting". The DPA lists a US model provider that may keep prompts for 30 days for abuse monitoring. S8 S7
6 **Who is responsible for the AI's answers?**	Needs clarification The homepage promises "accurate answers from your own knowledge base". The terms make the customer responsible for all AI output and give no accuracy warranty. S3 S11

Buyer question	Answer from the reviewed pages
7 **When does a person take over?**	Clear When the customer asks for one, when the AI is unsure, or on topics the team marks as human-only. The agent sees the full conversation. S9
8 **Which languages work?**	Clear Twelve languages, four of them marked as beta, including Czech and Polish. S10
9 **Can we cap spending on resolutions?**	Needs clarification The pricing page does not mention a cap. The billing article describes usage alerts but no limit that stops the AI. S1 S2
10 **Can we take our conversations with us?**	Needs clarification Conversations export as CSV without attachments. The terms delete all data 30 days after cancellation. S12 S11

The labels describe how clearly the pages answer each question. They are not a score for the product, its security or the likelihood of a purchase.

What the first year costs

An EU online retailer gives 6 agents Team seats and handles 1,500 conversations a month. The AI resolves half of them, as the billing article counts resolutions. S1 S2

Known component	Billed monthly	Billed yearly
Team, 6 seats	€39 × 72 €2,808	€32 × 72 €2,304
AI resolutions, 750 a month	€0.90 × 9,000 €8,100	€0.90 × 9,000 €8,100
Onboarding, once	€500 × 1 €500	Included yearly €0
First-year total before VAT	**€11,408**	**€10,404**

Yearly billing saves €1,004 in the first year under these assumptions, and it is paid in advance. Resolutions are over 70% of the cost either way. S1

⚠ What this total leaves out

VAT, and any extra resolutions from conversations the customer leaves unanswered, which the billing article counts too. S2

Four changes, in order

Each change shows what we saw, what it means for a buyer, what to change and how to check that it worked.

Priority 1 Conflicting answers

Say what counts as a resolution on the pricing page

Pricing page S1

"You pay only when the AI resolves the question"

€0.90 per resolution

Billing article S2

"Conversations with no customer reply for 24 hours count as resolved"

What this means for a buyer. Resolutions are most of the cost. A customer who gives up and leaves is billed as a success, so the buyer cannot predict the bill or trust the resolution rate.

What to change

Define a resolution on the pricing page, including the 24-hour rule, and show how many billed resolutions were confirmed by the customer.

Owner: product marketing with billing.

Check the result

A finance reviewer reading only the pricing page can say what is billed.

Priority 2 Conflicting answers

State whether conversations improve models

AI page S6

"We never train on your data"

Privacy notice, section 6 S5

"Anonymised conversations help improve our models"

Opt-out on request by email

What this means for a buyer. Support conversations contain names, orders and addresses. Data protection leads will read both pages, and an unresolved training question often stops approval.

What to change

Say which data is used, how it is anonymised, whether that is on by default, and how an administrator opts out in the product.

Owner: privacy and legal with the AI team.

Check the result

The AI page and the privacy notice give the same answer.

Priority 3 Needs clarification

Describe where conversations are processed

What we saw. The security page says "EU hosting". The DPA lists a US model provider as a subprocessor, which may keep prompts for up to 30 days for abuse monitoring. S8 S7

What this means for a buyer. For EU retailers, the model provider is where the personal data goes. A hosting claim that leaves it out leads to a long questionnaire or a doubt about the rest.

What to change

Separate where data is stored from where prompts are processed, name the model provider and its retention, and explain how transfers are protected.

Owner: data protection officer with the AI team.

Check the result

The security page and the DPA give the same answer, and every subprocessor fits it.

Priority 4 · Needs clarification

Match the accuracy promise to the terms

What we saw. The homepage promises "accurate answers from your own knowledge base". The terms make the customer responsible for all AI output, give no accuracy warranty and exclude liability for wrong answers. S3 S11

What this means for a buyer. A retailer is responsible for what its support tells customers about refunds and delivery. Legal teams compare the promise with the terms, and the gap invites hard questions.

What to change

Describe what the product does to keep answers accurate, such as citing the knowledge base and handing over when unsure, and say plainly who is responsible for the answers.

Owner: legal with product marketing.

Check the result

A legal reviewer finds the same responsibility on the homepage and in the terms.

Further improvements

Qualify the 70% claim. Say that it comes from one customer and counts unanswered conversations. S3 S4

Offer a spending limit. Usage alerts exist, but a buyer will ask how to stop the AI at a budget. S2

Export attachments. The CSV export leaves out attachments, and data is deleted 30 days after cancellation. S12 S11

Mark beta languages in the pricing FAQ. The FAQ says "12 languages" without noting that four are in beta. S1 S10

→ Fix the answers AI buyers check first

A suggested order. The first three need a billing, privacy or legal decision; the last is editorial.

1. **Define a resolution**
   On the pricing page, with the 24-hour rule.
2. **Agree the training and processing statements**
   With privacy, legal and the AI team, then update the AI page, security page and DPA.
3. **Align the accuracy promise with the terms**
   With legal and product marketing.
4. **Make the editorial fixes**
   The 70% claim, spending limit, export and beta languages.

Questions the public pages could not settle

- What share of billed resolutions is confirmed by the customer?
- Is the anonymised-conversation training on by default today?
- Can prompts be processed only in the EU on any plan?

In a real report, your answers would let us make the recommendations more precise.

Included with your report

One round of follow-up. Send your questions or corrections together within 14 days after delivery.

One recheck. Send up to three updated pages within 30 days after delivery and we will check them against these findings.

We reply within five business days. Write to alex@emerging.cz.

Sources and scope

Twelve official Example Assist pages, captured on 6 November 2026. Pages may have changed since.

S1	**Pricing.** Seat prices, resolution price, FAQ. example.com/pricing
S2	**Help centre: How resolutions are billed.** Resolution definition, 24-hour rule, usage alerts. example.com/help/billing-resolutions
S3	**Homepage.** Resolution rate and accuracy claims. example.com
S4	**Case study.** Source and method of the 70% figure. example.com/customers/case-study
S5	**Privacy notice.** Section 6 on model improvement and opt-out. example.com/legal/privacy
S6	**AI and your data.** Training statement. example.com/ai
S7	**Data processing agreement.** Subprocessors, model provider, retention. example.com/legal/dpa
S8	**Security.** Hosting statement and certifications. example.com/security
S9	**Help centre: Handover to agents.** Handover triggers and agent view. example.com/help/handover
S10	**Languages.** Supported and beta languages. example.com/languages
S11	**Terms of service.** AI output responsibility, warranty, deletion. example.com/legal/terms
S12	**Help centre: Exporting conversations.** CSV export contents. example.com/help/export

How this report was prepared

In a real report: AI analysis of the vendor's public pages read in a desktop browser, with every pricing state opened and the legal documents read in full. Calculations are rechecked in code. No independent human expert review is claimed.

What it does not cover

We do not log in, buy, test the AI agent or its answers, read customer-specific contracts, or verify hosting or certifications. Findings concern what buyers can establish from public pages, not legal compliance or product performance.

A sample. Example Assist, its prices, pages and sources are invented; no real vendor is described.