

Run your **entire** service business with EasyQ.

EasyQ is the AI-powered front and back office for small service companies. It turns customer conversations into organized work—capturing enquiries, supporting your customers and answering all their questions about your business, preparing quotations, scheduling jobs, coordinating teams, tracking execution, invoicing customers and taking online payments, and following up—all from one connected web and mobile platform.

7 front doors **1** record, front to back **108** things the assistant can do for you **Web** + mobile



Minder papierwerk.
Meer klussen

Live offertes • Facturen • Planning • Btw
Ritten • Projecten • To-do • Spraakassistent



Many front doors. One brain behind them.

WhatsApp

● LIVE

Email

● LIVE

Web chat

● LIVE

SMS

○ BETA

Instagram

○ BETA

Messenger

○ BETA

Phone

□ DEMO

A NEW LEAD

Qualified, not just logged

Works out the trade, the scope, the urgency and the address, reads the photos, and drafts the quotation. If the customer then goes quiet, it follows up — a lead is kept warm rather than left to cool in an inbox.

A QUESTION

Answered from your own facts

Your services, your products, your prices, your terms. It answers from what you have told it and from your catalogue — and offers to check rather than inventing an answer it cannot stand behind.

AN EXISTING CUSTOMER

Recognised, and their job found

It knows who they are across every channel, picks up the right job, and opens a service-desk ticket the moment something needs a person — so nothing is dropped at the handover.

SPAM OR A WRONG NUMBER

Stopped before it reaches you

Junk, abuse and attempts to talk the AI into something are recognised on the first message and silenced for good. You never see them.

One intake engine, not six

YOUR QUESTIONS · YOUR WORDING · YOUR ORDER

Every door runs the same questions, the same guardrails and the same quality of answer, so a lead from Instagram is worked exactly as well as one from WhatsApp. Photos are read. Voice notes are transcribed. Nothing waits until morning.

Seven stages. One record. Nobody retypes anything.

Most software makes you enter the same job four times — once to quote it, once to plan it, once to invoice it, once to chase it. EasyQ carries one record the whole way, so the work is only ever described once: by the customer, in their own words.

01 **Capture the enquiry**

The AI answers on whatever channel they used, reads the photos, and works out the trade, the scope and the urgency. One customer record, however many channels they reach you on.

02 **Prepare the quotation**

Drafted with materials, labour and the right VAT rate. Edit it by hand, by voice, or by scanning barcodes at the counter — then the customer signs it on their phone.

03 **Schedule the job**

Planned around your travel time, the weather and the school holidays. The customer picks a slot themselves, and it lands in your calendar.

04 **Coordinate the team**

A day board showing who is on which job. Assign a crew and it blocks only that crew — leave it unassigned and it blocks the day, exactly as it did when you worked alone.

05 **Track the execution**

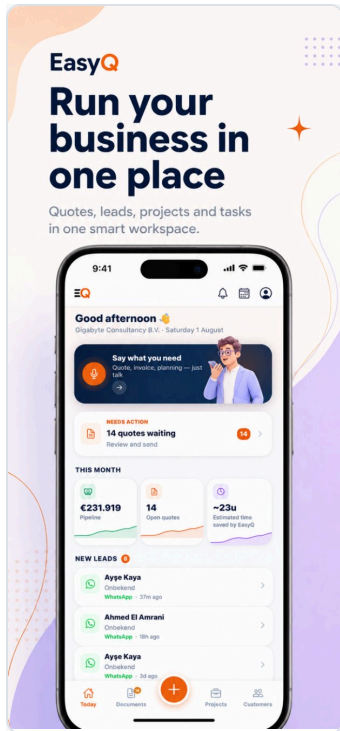
Hours, photos and notes captured on site from the phone — with no signal too, syncing when it comes back. The work order is signed off before anyone leaves.

06 **Invoice the customer**

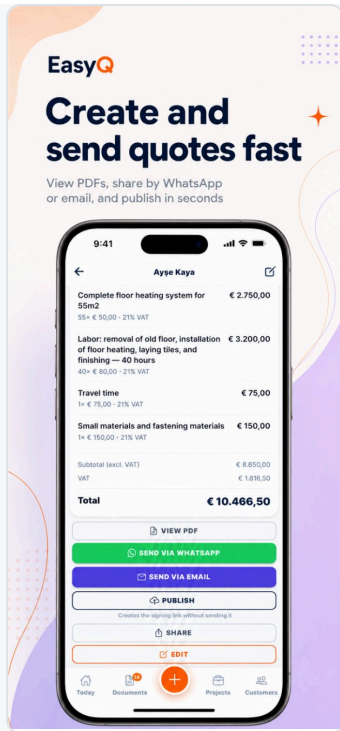
Raised from the signed quote with gap-free numbering, an iDEAL link and a QR code on the PDF. Straight through to your bookkeeping.

07 **Follow up**

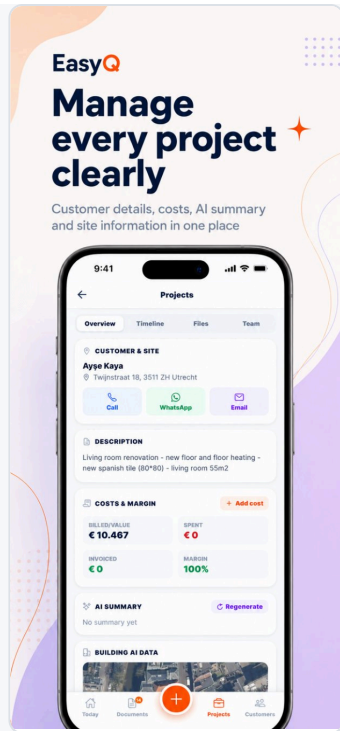
Unpaid invoices chased on a ladder. The review asked for at the right moment. Maintenance agreements that come round again by themselves.



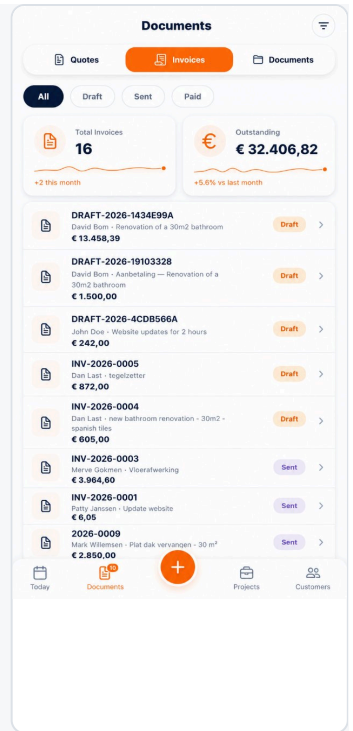
01
CAPTURE THE ENQUIRY



02
PREPARE THE QUOTATION



05
TRACK THE EXECUTION



06
INVOICE THE CUSTOMER

All offered by EasyQ in one place.

The conversation is the front door. Everything behind it we built and support ourselves — one subscription, nothing extra to buy, nothing to stitch together. Four of these are complete applications in their own right: the **drive register**, the **reminder engine**, **document management** and the **service desk** are each the kind of thing a company normally pays a separate monthly fee for.

INCLUDED · WEB AND MOBILE

The AI Command Center

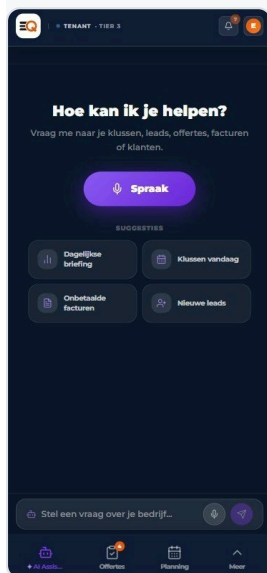
Operate the entire app by talking to it. Ask what is still unpaid, draft a quotation, move tomorrow's appointment, chase a customer — 108 actions, by voice or by typing. It asks before it does anything real, and it never acts twice on the same instruction.

“Wat staat er deze week nog open?”

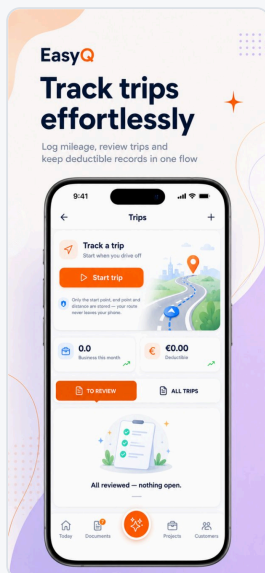
“Maak een offerte voor Jansen, drie radiatoren”

“Verzet de afspraak van morgenochtend naar donderdag”

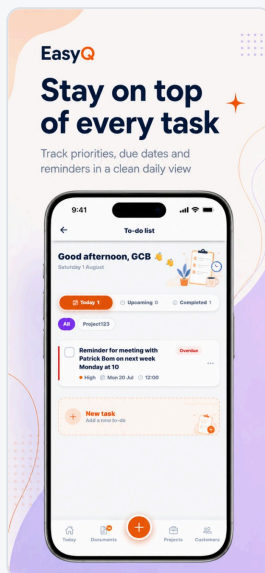
“Wie heeft er nog niet betaald?”



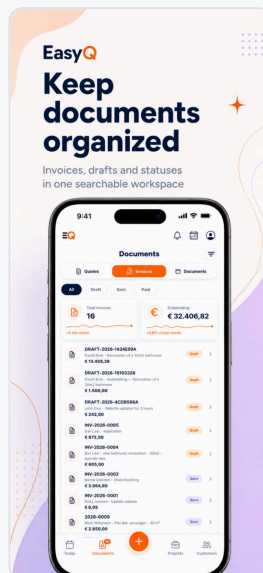
INCLUDED
THE AI COMMAND CENTER



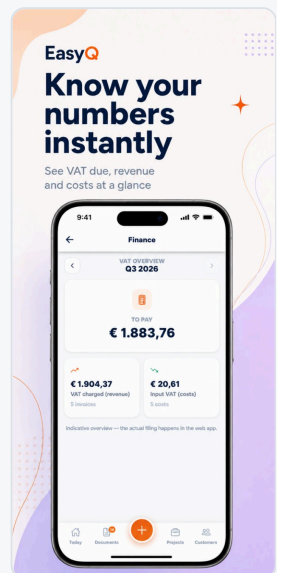
A COMPLETE APP
DRIVE REGISTER



A COMPLETE APP
REMINDERS & FOLLOW-UP



A COMPLETE APP
DOCUMENT MANAGEMENT



IN THE BOX
FINANCE & BTW

QUOTATIONS & SIGNING

AI-drafted quotations with materials	● LIVE
Edit by hand, by voice, or by barcode	● LIVE
Signed on the customer's phone	● LIVE
Deposits, discounts and VAT handled	● LIVE
Work orders signed off on site	● LIVE
Your own branded template	● LIVE

PLANNING & THE FIELD

Self-service booking page	● LIVE
Google & Outlook calendars	● LIVE
Weather-aware day planning	● LIVE
Drive time filled in for you	● LIVE
Crew dispatch board	● LIVE
Maintenance contracts	● LIVE
Video appointments	● LIVE

DRIVE REGISTER · A COMPLETE APP

Vehicles and odometer readings	● LIVE
Logged by GPS, by hand, or from your agenda	● LIVE
€0,23 per km applied for you	● LIVE
Routes matched to real roads	● LIVE
Belastingdienst-ready PDF	● LIVE
Book a trip straight to job costs	● LIVE

REMINDERS & FOLLOW-UP · A COMPLETE APP

Appointment reminders that stop no-shows	● LIVE
Unpaid invoices chased on a ladder	● LIVE
Quotes that went quiet, nudged	● LIVE
Your own task reminders	● LIVE
Per-invoice and per-customer switches	● LIVE

FINANCE

Invoices, deposits & credit notes	● LIVE
Gap-free numbering, VAT handled	● LIVE
Quarterly BTW return helper	● LIVE
Receipt scanner & job costing	● LIVE
Supplier bills & purchase invoices	● LIVE
Margin, revenue & cash-flow reporting	● LIVE
Export for your accountant	● LIVE

CUSTOMERS & GROWTH

Customer records & history	● LIVE
Customer portal for every job	● LIVE
Your own website, AI-built	● LIVE
Projects with timeline, files and hours	● LIVE
Tasks, lists and a kanban board	● LIVE

REVIEWS & FEEDBACK · A COMPLETE APP

Asked for at the right moment, not at random ● LIVE

Your own review page, by WhatsApp or email ● LIVE

Happy customers sent straight to Google ● LIVE

A poor score reaches you first, privately ● LIVE

Your Google reviews shown on your website ● LIVE

Read, track and respond from one screen ● LIVE

DOCUMENT MANAGEMENT · A COMPLETE APP

Every quotation, invoice and work order in one place ● LIVE

Bulk-import the paperwork you already have ● LIVE

Filed against the right customer for you ● LIVE

Version history on every document ● LIVE

Send a link, not an attachment ● LIVE

Internal approval before it goes out ● LIVE

SERVICE DESK · A COMPLETE APP

Questions become tracked tickets ● LIVE

Nothing is lost when the AI hands over ● LIVE

The customer gets an acknowledgement ● LIVE

Assign, reply and close from one screen ● LIVE

The assistant can work tickets too ● LIVE

AI KNOWLEDGE

Your services, described once ● LIVE

Your product catalogue and prices ● LIVE

The questions you answer every week ● LIVE

Company details, terms and documents ● LIVE

Import a catalogue from a supplier file ● LIVE

Offers to check rather than guessing ● LIVE

TEAM & INTERNAL USERS

Roles and permissions per person ● LIVE

Office staff, installers and subcontractors ● LIVE

A subcontractor sees only their own work ● LIVE

Notifications that reach the right person ● LIVE

Who changed what, and when ● LIVE

ON THE VAN

iPhone & Android field app ○ BETA

Works with no signal, syncs later ○ BETA

Photos, hours & notes on the job ○ BETA

Voice assistant in your pocket ○ BETA

Scan a receipt with the camera ○ BETA

Trips logged while you drive ○ BETA

And it plugs into what you already use.

Everything on this page so far is EasyQ's own. Everything below belongs to somebody else — EasyQ talks to it so nothing has to be copied across by hand. A few of these need an account with that provider before they will do anything, and we set that up with you.

TALKING TO CUSTOMERS

WhatsApp

Your own number, via Whapi

LIVE

Email

Your own address, forwarded in

LIVE

Web chat

One line of code on your site

LIVE

SMS

Twilio, a number per company

BETA

Instagram

Direct messages, via Meta

BETA

Messenger

Your Facebook page, via Meta

BETA

Phone

The AI answers, qualifies and books — see it working today

DEMO

YOUR CALENDAR

Google Calendar

Books into it, reads your free/busy

LIVE

Microsoft Outlook

Same, plus contact import

LIVE

Daily.co

Video rooms for remote appointments

LIVE

GETTING PAID

Mollie

iDEAL links, QR on the invoice

LIVE

Tikkie

Needs an ABN Tikkie Business account

BETA

Stripe

Cards, for customers outside NL

BETA

YOUR BOOKKEEPING

Moneybird

Invoices and payments written across

BETA

e-Boekhouden

Same lane, same seam

BETA

SnelStart

Same lane, same seam

BETA

Exact Online

Invoices across; payments stay in Exact

BETA

Bank feed

PSD2 statements matched to invoices

BETA

FILES & PROPOSALS

Microsoft OneDrive

Save documents, import receipts

○ BETA

Google Drive

Same, through the Google picker

○ BETA

Offorte

If you already write proposals there

○ BETA

LEADS & REPUTATION

Werkspot, Trustoo & Zoofy

Their leads parsed into real jobs

● LIVE

Google Business Profile

Reviews on your site, happy customers sent to your listing

● LIVE

DUTCH REGISTERS · FREE, NOTHING TO CONNECT

Kadaster BAG & 3D BAG

Build year, floor area, floors, roof shape

● LIVE

EP-Online

The registered energy label

● LIVE

PVGIS

What that roof would actually yield

● LIVE

PDOK

Addresses, coordinates and aerial imagery

● LIVE

Buienradar

Whether tomorrow is outdoor-work weather

● LIVE

School & public holidays

So you don't plan into them

● LIVE

It knows the Dutch house it is quoting.

Give EasyQ an address and it already knows a great deal about the building before you drive there — pulled from the national registers, not typed in by you.

FROM THE ADDRESS

Build year, floors & roof

BAG and 3D BAG give you the construction year, the usable area, the number of floors and the roof shape.

FROM THE ADDRESS

Energy label & solar yield

The registered energy label, plus how much a panel would actually produce on that roof.

DUTCH BY DEFAULT

BTW, iDEAL & the Belastingdienst

9% and 21% handled properly, iDEAL as the payment everyone expects, trip logs in the format the tax office wants.

YOUR CUSTOMERS

Speaks whatever language they write in

Dutch, English and Turkish out of the box — and Turkish alone is a real slice of the Dutch market that nobody else answers. The AI picks the language up from the very first message and stays in it for the whole conversation.

Your business data stays your business.

You are handing a system your customers, your prices and your bank reconciliation. These are the guarantees that come with that, and none of them sit behind a higher plan.

IT IS YOURS TO TAKE BACK

Export everything, erase anything

Download your full dataset whenever you want. Erase a customer completely and get a receipt showing exactly what was removed and from where. Never tier-gated — not even on the cheapest plan.

SEPARATION

One company cannot see another

Every single query is scoped to your company. That is not a promise — an automated check runs against every route on every release and blocks it if any one of them could read across the line.

AT REST

Your connected accounts are encrypted

Channel keys and connected-account tokens are encrypted with AES-256-GCM under a key derived per company. A stolen database backup yields nothing anyone could use.

THE AI ITSELF

Fenced in, and it asks first

Attempts to talk the AI into something are caught before it spends anything. It confirms before it does anything real, that confirmation is bound to that exact action, and it will not act twice on the same instruction.

NOTHING LEAKS SIDEWAYS

No trackers on your business

We deliberately run no third-party monitoring or analytics service, so your data never becomes somebody else's telemetry. Conversations are processed through the OpenAI API, which does not train on data sent to it.

WHERE IT LIVES

Your data stays in the EU

Everything is stored in Germany, inside the European Union, under the GDPR you are already held to. Nothing about your customers is shipped to another continent to be processed more cheaply.

ACCESS

Per person, not per company

Roles and permissions decide who sees what. A subcontractor sees only their own jobs — narrowed on the server, not hidden in the interface. Signing out of the phone clears everything cached on it.

Priced for one van, or four.

Per month, excluding VAT. Everything above is included at the tier shown.

CORE STARTER

€79 / month

For the one-person business that is losing jobs to missed messages.

- **WhatsApp & email intake** with AI quoting
- Quotes, signatures and invoices
- iDEAL payment links
- Calendar sync and booking page
- Your own website
- 50 leads a month

OPERATIONAL PRO · MOST CHOSEN

€99 / month

For the firm with a couple of people and a back office that has stopped fitting in the evenings.

- **Everything in Core Starter**
- **The AI assistant** , by chat and by voice
- Web chat widget for your site
- Expenses, job costing and BTW
- Bookkeeping connectors
- Team members, roles and dispatch
- Reviews, reports and support tickets
- 150 leads a month

BUSINESS PRO

€149 / month

For the company running several vans, several channels and real money through the bank.

- **Everything in Operational Pro**
- SMS, Instagram and Messenger
- Bank feed and reconciliation
- Trip registration
- Webhooks and connectors
- 500 leads a month

What the three labels mean.

☒ LIVE

Built, shipped and running every day for real businesses with real customers and real money. If it says Live, you can lean on it.

☐ BETA

Built and working, and we are proving it out with early customers before we promise it at volume. You can switch it on today — we would rather tell you it is new than let you find out. A few need an account with the provider first, and we set that up with you.

☐ DEMO

Real, and we will show it to you working — but not yet something we can switch on for your business. Phone is the one thing here at this stage: the AI answers, qualifies and books, and the number to put in front of it is what we are arranging now.