MIDNIGHT petroleum

AI VOICE CARD LOCK SUPPRT

Dec 21, 2025

SUMMARY

Your cardlock network experiences recurring, late-night support calls from drivers who face challenges accessing on-site equipment in the dark or harsh conditions. An AI Voice Helpdesk will provide a 24/7, hands-free support system that drivers can call anytime to receive spoken, step-by-step guidance.

This project will reduce after-hours call volume, improve user support, and create consistency across all locations.
This feasibility study outlines the recommended system, pricing, outlined within the original proposal.

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AI Voice Helpdesk: Benefits & Next Steps for Midnight Petroleum

To address recurring, late-night support calls from drivers at cardlock sites, this project proposes a **24/7 AI Voice Helpdesk** on the GoHighLevel platform for immediate, hands-free guidance.

KEY BENEFITS FOR YOUR NETWORK

24/7 On-Site Driver Support

Provides instant, hands-free troubleshooting guidance in darkness or harsh weather conditions.

Reduce After-Hours Staff Calls

Automates responses to common issues, reducing staff burnout and improving operational consistency.

Financially Smart & Scalable

Avoids high setup fees and operates on a low per-minute cost (approx. 30.14/min).

Built-In Safety Net

For critical issues like a stuck card, the AI immediately transfers the driver to a five person.

THE PATH TO LAUNCH: A PHASED APPROACH

Phase 1: Feasibility Assessment

We have confirmed the technical and financial viability of the project.

Phase 2: AI Script & Knowledge Base Build

Translate troubleshooting steps into conversational scripts for the AI to use in a pilot program.

Phase 3: Technical Setup & Pilot Deployment

Launch the live AI helpdesk at a single location to validate performance and gather feedback.

Phase 4: Network-Wide Rollout

After a successful pilot, expand the proven solution across all remaining cardlock locations.

PILOT PROGRAM INVESTMENT

Midnight Petroleum - **Feasibility Study— AI Voice Helpdesk**

Date: December 16, 2025

Prepared for: Jeremy Richard, Midnight Petroleum

Prepared by: Sofie Andreou & Dan Taylor

Reference: Phase 1 – Discovery & Feasibility Assessment

1. Executive Summary

The objective of this project is to deploy a 24/7 AI voice assistant to reduce after-hours call volume and assist drivers operating cardlock equipment in harsh conditions.

After evaluating potential technology partners, we have determined that **GoHighLevel (GHL)** is the optimal platform for this deployment. While the competitor, Retell, required a prohibitive $6,000 setup fee, GoHighLevel offers a comprehensive AI voice solution at approximately **half of the price**. This study confirms that the project is technically viable, operationally sound, and financially highly efficient using the proposed GHL architecture.

2. Technical Feasibility

Platform Selection: GoHighLevel

GoHighLevel is a cloud-based customer management platform widely used by small and medium-sized businesses to consolidate communication tools. It is technically capable of replacing the proposed Retell solution by offering:

- **AI Voice Agent Capabilities:** The platform supports conversational AI agents capable of handling inbound and outbound calls.
- **Centralized Management:** All customer interactions (voice, SMS, email) are recorded in a single system, ensuring Midnight Petroleum has full visibility into support history.
- **Workflow Automation:** The system automates follow-ups and task management, ensuring no driver issue is lost.

Proposed Logic & Scripting We have successfully drafted and tested a demo script that covers the primary troubleshooting scenarios identified for Midnight Petroleum. The system is technically configured to handle:

1. **Location Identification:** Identifying the specific town or landmark.
2. **Kiosk Troubleshooting:** Explaining that one kiosk operates all pumps to resolve "wrong pump" confusion.
3. **Pump Operations:** Guiding drivers on handle/lever positioning.
4. **Critical Escalation:** Recognizing "stuck card" events and executing an immediate live transfer to human support.

Initial tests confirm the system successfully processes these intents and delivers the correct spoken responses.

3. Financial Feasibility & Cost Analysis

The switch to GoHighLevel significantly reduces the barrier to entry and long-term operating costs.

Setup Cost Comparison

- **Retell (Rejected):** ~$6,000 USD setup fee (deemed unfeasible) [User Prompt].
- **GoHighLevel:** significantly lower implementation cost, fitting well within the pilot budget outlined in the original proposal ($3,550 CND total for Phases 1–3).

Operational Usage Costs The ongoing usage costs for GoHighLevel are exceptionally low based on your estimated call volume.

- **Voice AI Cost:** $0.13 per minute.
- **Inbound Telephony:** $0.0085 per minute.
- **Total Cost per Minute (Inbound):** **0.13 + $0.0085).

Monthly Projection Based on the estimated volume of **3 calls per week** with an average duration of **10 minutes per call**:

- **Weekly Usage:** 30 minutes.
- **Monthly Usage:** ~130 minutes (approx. 4.3 weeks).
- **Estimated Monthly AI Cost:** 130 mins x 18.01 USD**.

Note: Outbound calls, if necessary (e.g., callbacks), are priced at approximately $0.148 per minute.

Conclusion: The operating cost is negligible compared to the value of providing 24/7 support and preventing staff burnout from late-night calls.

4. Operational Feasibility

Implementation Team The project will be executed by Sofie Andreou in partnership with **Dan Taylor** (Creative Dan Taylor), utilizing his expertise to ensure the GoHighLevel architecture is robust and scalable.

User Experience (Drivers) The solution is designed for "rugged, real-world use," requiring minimal internet interaction from the driver.

- **Accessibility:** Drivers simply dial a phone number. No app installation is required.

- **Reliability:** GoHighLevel supports tens of thousands of customers globally and received significant investment from General Atlantic in 2024, indicating high platform stability and operational maturity.
- **Fail-Safes:** If the AI cannot resolve an issue (e.g., a hardware jam), the script includes logic to transfer the call to a live person immediately, ensuring no driver is left stranded.

5. Risk Assessment

Risk: AI Misinterpretation of accents or background noise (wind/trucks).

- ◦ *Mitigation:* The script utilizes simple "trigger phrases" (e.g., "Pump won't start") to simplify intent recognition.

Risk: System Downtime.

- ◦ *Mitigation:* GoHighLevel is a continuously updated, cloud-based platform designed for high-volume customer interactions, minimizing stability risks.

6. Recommendation & Next Steps

Based on the removal of the high Retell setup fees and the low per-minute usage rate of GoHighLevel ($0.1385/min), this project is **highly feasible**.

Immediate Action Items (Phase 2 & 3):

1. **Finalize Script:** Approve the "Midnight Petroleum – AI Voice Call Support" script.
2. **Configuration:** Dan Taylor and Sofie Andreou will configure the specific "AI Agent" within the GoHighLevel dashboard, which is already showing active test logs.
3. **Pilot Launch:** Deploy the dedicated AI phone number for a single location pilot.

In Summary:

Phase 1 — Discovery & Feasibility Assessment (COMPLETED)

- **Objective:** To review the specific cardlock equipment, identify common user issues, and determine the best technical architecture.
- **Deliverables:** A virtual meeting, a review of processes, and a feasibility brief that includes the AI app and usage cost estimates,.
- **Investment:** $550 (One-time).

Phase 2 — Knowledge Base Development + AI Voice Script Build (Pilot)

- **Objective:** To translate technical troubleshooting steps into conversational scripts that the AI can speak naturally.
- **Deliverables:** Creation of structured troubleshooting instructions, activation of "Test Mode" for the AI application, and the development of multi-location logic (handling universal vs. location-specific responses). This phase also includes internal testing,.
- **Investment:** $1,750.
- **Timeline:** 7–10 business days.

Phase 3 — Technical Setup + Pilot Deployment

- **Objective:** To launch the system live for a single location to validate performance.
- **Deliverables:** Setup of a dedicated AI phone number, integration of the knowledge base, and voice configuration. This phase culminates in a staff demo/training session and a live pilot deployment for one location,,.
- **Investment:** $1,250.
- **Timeline:** 5–7 business days.

Phase 4 — Network-wide Rollout

- **Objective:** To scale the solution across the remaining cardlock sites.
- **Deliverables:** Adding location-specific instructions for each new site, creating signage text (including phone numbers or QR codes), and performing individual testing per location,.
- **Investment:** $350 per location.

Phase 5 — Optional Monthly Support

- **Objective:** To ensure the system remains optimized and updated.
- **Deliverables:** Ongoing script updates, review of issue logs to improve AI performance, and the addition of instructions for new equipment. It also includes optional monthly reporting,.
- **Investment:** 350 per month (depending on the number of locations).

Total Estimated Pilot Cost (Phases 1–3): $3,550.