

More Than AI: AI features, limits and fair use

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This page explains what the AI tools inside More Than AI can do, where the limits sit, and what happens if you go past them. It's written in plain English because you should be able to understand what you're paying for without a solicitor.

If anything here isn't clear, email support@morethanacrm.com and ask.

1. What's included in your subscription

Your £85 a month includes the CRM and an AI allowance each month.

That allowance currently covers:

- **Ask AI.** Included usage, so you don't need a separate ChatGPT or Claude subscription for most work
- **AI Studio.** Included usage
- **Conversation AI.** 1,000 responses a month
- **Voice AI.** 100 minutes a month
- **Reviews AI.** Unlimited, subject to fair use
- **Content AI.** Unlimited, subject to fair use
- **Managed Agents.** 100 runs a month
- **Funnel AI, Workflow AI, Email AI and Forms AI.** Included at no extra usage cost

These allowances are set by our platform provider and reset monthly.

2. How Ask AI and AI Studio limits actually work

These two work differently from the others and it's worth understanding why.

Ask AI and AI Studio are not a monthly pot that runs out. They're measured in rolling five hour windows, with a usage limit inside each window.

In practice that means if you do a lot of work in one sitting you may be asked to wait, and access returns at the end of that window. You won't be charged extra and you won't run out for the month.

If you regularly hit these limits, that's a sign you're using the platform properly and it's worth talking to us about moving to a higher tier.

3. What isn't included

Agent Studio. This is a separate product from AI Studio and it is not covered by any allowance. Any use of Agent Studio is charged separately.

Phone charges. Voice AI minutes come out of your allowance, but the cost of the actual phone call does not. Call charges are billed separately at cost, as they are for any phone use in the platform.

SMS and email sending costs. These are billed on usage in the normal way, as with any CRM.

Premium workflow actions. Certain AI actions inside workflows, including Decision Maker, Intent Detection, Summarise Text and Translate, carry a small per execution charge.

4. What happens if you go over your allowance

Nothing stops working without warning.

When you approach a limit you'll be notified. If you go past it, usage continues and the extra is charged to your account at cost plus a small handling margin. You'll be able to see this itemised.

You need a valid payment method on file for this. If your account balance runs out and there's no card on file, AI features will pause until it's topped up.

In practice most members never reach these limits. The one people do reach is Voice AI, because 100 minutes is roughly 30 short calls. If you're running an AI receptionist for a client, expect to exceed it and price that into what you charge them.

You can set your own spending limits inside your account. We recommend you do.

5. Fair use

Where something is described as unlimited, that means unlimited for normal business use by one virtual assistant and their clients.

It does not cover automated bulk generation, reselling access to the AI tools as a standalone product, sharing your login, or any use that degrades the service for other members.

If your usage is dramatically out of line with everyone else's, we'll contact you before doing anything about it.

6. Things outside our control

More Than AI is built on a third party platform. That means some things can change without us choosing it:

- Allowances, limits and feature availability can change
- The underlying AI models can change, which can change the quality or character of output
- Features can be added, renamed, altered or withdrawn
- The platform's own pricing can change, which may eventually affect ours

We'll tell you as soon as we reasonably can when something significant changes, and we'll give you at least 30 days' notice before any change to your monthly price.

The figures in section 1 are correct at the date at the top of this page. Always check your own account for current allowances.

7. Using AI with client data

This matters more than anything else on this page.

You are responsible for what you put into these tools and for what you do with what comes out.

Before using AI with client information:

- Check your client agreements allow it
- Tell your clients you use AI tools in your work
- Never enter special category data, including health information, without a lawful basis and your client's knowledge
- Remember that you remain the data controller or processor for your clients' information, and UK GDPR obligations sit with you

We provide the tools. We don't provide legal cover for how you use them. If you're unsure, take advice before you process anything sensitive.

The AI Delivery programme covers this in week two, and we'd encourage you to watch that before doing client work with these tools.

8. AI output is your responsibility

AI gets things wrong. It invents facts, misreads context and produces confident nonsense on a regular basis.

Everything generated inside More Than AI is a draft. You check it before it reaches a client.

This applies particularly to anything with legal, financial, contractual or compliance content. If you wouldn't send it without reading it when a human wrote it, don't send it without reading it now.

We're not liable for losses arising from AI generated content that was sent without being checked.

9. The AI Delivery programme

The AI Delivery programme is included free with your More Than AI subscription. The £97 is a one-off joining fee covering your account setup and onboarding, not a charge for the training.

The programme stays yours. If you cancel your More Than AI subscription, you lose access to the CRM and the AI tools, but the programme videos remain available in your account.

Videos are released weekly from the cohort start date. Once released they stay available and can be rewatched.

The live session in week five is a scheduled group call. If you can't attend, a recording is made available. We can't offer one to one replacements for missed live sessions.

The programme is training. It isn't a guarantee of clients, income or business results, and nothing in it should be taken as legal, financial or tax advice.

10. Cancelling

You can cancel at any time. There's no minimum term.

Cancellation takes effect at the end of your current billing month. We don't refund part months.

The £97 joining fee is non refundable once your account has been set up, as it covers work already carried out.

When you cancel, you lose access to the CRM, your sub-account and any AI tools. Export anything you need before you go. We hold data for 30 days after cancellation and then delete it.

11. Changes to these terms

We'll update this page when things change, and the date at the top will tell you when that last happened.

For anything that materially affects what you're paying for, we'll email you rather than relying on you to check.

A note on this document. This is written to be understood rather than to be watertight. It isn't legal advice, and it hasn't been reviewed by a solicitor. Before publishing it, have someone qualified look over sections 7, 8, 9 and 10 in particular, since those are the ones carrying real liability.