
The Adventure Sports Guide to Agentic AI

From a phone that rings out while your guides are on the water to a digital booking desk that answers every enquiry, fills the trip, and knows exactly where the safety line sits.

PUBLISHED BY

Agntic.ai
AI voice agents & digital workers

EDITION

2026 · Australia
General information only

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FOREWORD

The demand is out there. The desk is not.

Australians are heading outdoors in record numbers. Bushwalking alone drew around 3.7 million adults in the year to June 2024, up from 2.2 million the year before, which made it the third most popular activity of the one hundred and forty-two the national participation survey tracks.¹ Behind that figure is a surfer booking a lesson, a backpacker chasing a rafting trip, and a family planning a day of abseiling. Almost every one of those bookings begins with a phone call or a web enquiry, and a great many of them arrive when nobody can answer.

That is the quiet problem at the heart of an adventure business. The work that earns the money, taking people out on the water, up the cliff or down the river, is exactly the work that pulls your team away from the phone. Guides are out on trips with no signal. The office is one person deep. Overseas travellers ring at three in the morning your time. The enquiry that went unanswered does not leave a message; it simply books the operator who picked up.

This guide is about a specific, practical answer: an agentic artificial intelligence (AI) voice agent that works the phones, the enquiries and the routine booking administration around them, so your people can stay focused on running safe, good trips. It is written for the owners and managers of adventure and outdoor businesses, the surf schools, dive operators, rafting and kayaking companies, climbing and abseiling guides, skydiving and high-ropes operators, who want to capture more of the demand they are already earning without ever letting a machine near a safety decision.

We have tried to be honest throughout. There is a line we keep returning to, the line between handling a booking and making a safety call, and a good deal of this guide is spent making sure the technology stays firmly on the right side of it.

Brad Riley

CEO, Agntic.ai

1. Australian Sports Commission, AusPlay survey results, July 2023 to June 2024. Bushwalking reached an estimated 3.7 million adult participants (around 17% of adults), up from 2.2 million the prior year, ranking third of 142 activities measured.

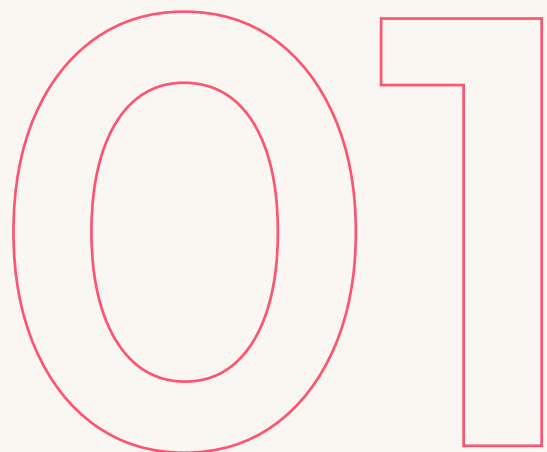
— WHAT IS INSIDE

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Agentic AI, in plain language

Before the benefits, the basics. What a digital worker is, why it is different from the chatbots you have already met, and the single boundary that makes it safe to use in an adventure business.



THE IDEA

A worker, not a chatbot.

You have used generative AI already. You type a question, it writes you an answer, and the conversation ends there. It is a clever tool, but it waits for you and does nothing on its own.

Agentic AI is the next step. An **agent** does not just talk. It is given a goal, a set of rules and access to the tools it needs, and it carries the task through from start to finish. For an adventure operator, the goal is usually simple to state: answer the enquiry, understand what the customer wants to do, and complete the booking, the same way a sharp booking desk would.

That is why we call it a **digital worker** rather than a chatbot. It speaks naturally on the phone, it listens, it asks the follow-up questions your team would ask, group size, date, experience level, and then it acts: it finds an available trip, books it, takes the deposit if you allow it, sends the confirmation, the meeting point and your waiver link, and sends the reminder the day before. When something falls outside its rules, it hands over to a person.

A chatbot answers. A digital worker finishes the booking, then knows when to step back.

The difference matters most when your team cannot reach the phone. A chatbot on your website might capture a message. A digital booking desk actually answers the call at dawn, at the lunchtime rush and at midnight from a traveller in another time zone, holds a real conversation, and leaves a confirmed booking in the calendar by morning.

None of this replaces your guides or your office. It removes the repetitive, interruptive work that stops your team from doing the parts of the job that genuinely need a person: running a safe trip, reading a nervous first-timer, and making the calls that only a qualified human should make.

THE ONE RULE

What it must never do.

A digital booking desk in an adventure business is built around a boundary that does not exist in most other industries. It handles the administration around the activity. It does not, under any circumstances, make a safety decision.

That means it does not decide whether a person is fit to take part, it does not judge whether a medical condition or injury is a problem, it does not interpret a fitness declaration, and it never makes the call on whether today's weather, water or conditions are safe to run. If a caller raises any of this, the agent's job is not to assess it. Its job is to record what the customer has declared, pass it to a qualified person, and book or hold the place against the rules you have set.

THE LINE, IN ONE SENTENCE

The agent handles enquiries and bookings. The safety call always belongs to a qualified person.

Whether someone can safely take part, and whether a trip runs at all, is decided by your guides and instructors, never by the agent. If a caller may be at risk, the agent is built to direct them to the right human help and escalate to your team.

This is not a limitation we apologise for. It is the design. An operator that adopts this technology should be able to say, hand on heart, that no participant was ever screened, cleared or assessed by a machine. Everything in the rest of this guide is built on top of that promise, and Section Five sets out exactly how it is enforced.

A day on the water

The cost of a phone nobody can reach does not appear on any report. It shows up as a half-full trip, a tired office, and a traveller who quietly booked the operator down the coast. Here is the day as your booking desk actually lives it.



— JESS'S SATURDAY · A BUSY RAFTING AND KAYAKING OPERATOR

Two trips out, one phone, no hands free.

Jess runs bookings for a six-guide operator on a popular river. Nothing here is unusual. That is the point.

MORNING

7:15 **First trip on the water.** Three guides are out on the river, out of signal. Jess is at the meeting point checking gear and counting heads, not at a desk.

8:40 Four calls ring out during the morning brief. Two were travellers wanting a spot on the afternoon trip. Neither leaves a message; both ring the next operator.

10:30 **Weather turns.** The afternoon trip needs to move. That means phoning eight booked customers to reschedule, one by one, while the second group is being kitted out.

12:20 Lunchtime peak. Eleven enquiries come in over the hour while the desk is unattended. Three are answered later from voicemail, the rest are gone.

AFTERNOON

2:00 **Waivers and intake.** Half the afternoon group has not completed the online waiver. Jess chases them by phone and text while the trip should be starting.

4:30 Tomorrow's reminders were meant to go out today. They half went out, so a few of tomorrow's spots are quietly at risk.

9:50 A booking enquiry lands from an overseas traveller, wide awake in another time zone. It hits a recording. By morning they have booked elsewhere.

THE INVISIBLE COST

None of it was anyone's fault.

Jess is good at the job. The operation is well run. And yet by the end of the day a handful of bookings never happened, the reschedules ate the afternoon, and a slice of tomorrow's trip is at risk because the reminders went out late.

This is the trap of running an adventure business. The work that makes the money takes your people away from the phone, and the losses that follow are real but invisible. A missed call is not recorded as a missed call; it is simply a call that never reached a person. An unsent reminder does not announce itself; it shows up later as an empty seat on a boat that still cost the same to run.

Because nobody can see the cost, nobody can justify hiring against it, and the team is asked to absorb a little more each season. The work that gets dropped is always the same work: the calls during trips, the after-hours enquiries, the patient reschedule when the weather moves. The work, in other words, that a digital booking desk is built to pick up.

The rest of this guide is about handing that specific layer of work to an agent, so the next Saturday looks different: every enquiry answered, every reschedule handled calmly, every reminder sent, and Jess free to be at the water's edge where the job actually needs her.

The five jobs a digital booking desk does best

Not everything should be automated, and a good deal of what you do never will be. These five jobs are where an AI voice agent is genuinely strong, and where operators see the change first.



— WHERE IT EARNS ITS PLACE

Five jobs, done properly, every time.

JOB 01**ANSWERED**

Answering every enquiry and the overflow

Every call and web enquiry picked up at once, at every hour, including while your guides are on trips, the lunchtime spike, after close, and overnight from overseas travellers. No hold queue, no message bank, no booking lost to the operator down the road.

JOB 02**BOOKED**

Booking, rescheduling and weather moves

The agent offers real times from your live calendar, books the right trip and group size, takes the deposit if you allow it, and handles changes. When the weather forces a move, it works through the affected bookings and offers each customer a new time.

JOB 03**SENT**

Pre-trip information and waivers

Meeting point, what to bring, what to wear, arrival time and your waiver link, sent the moment a booking is made and again before the trip. It chases the customers who have not yet completed the waiver, so the group is ready when they arrive.

JOB 04**FOLLOWED UP**

Reminders and no-show reduction

The day-before reminder that always gets dropped first, sent without fail, with an easy way to confirm or reschedule. The quiet, repetitive outreach that keeps your trips full and your boats running at capacity.

JOB 05**CAPTURED**

Group bookings, deposits and account enquiries

The agent welcomes new customers, answers routine questions about prices, inclusions, age and weight limits and meeting points from your own policies, and handles group and corporate enquiries by capturing the details your team needs to quote. Anything unusual or sensitive is passed to a person, and any question that touches safety is escalated straight away.

WHY THESE FIVE

High volume, low judgement, high impact.

The jobs worth handing over share a shape. They happen often, they follow rules you already have, and getting them wrong costs you customers. That is precisely the shape an agent handles well, and where a person is wasted.

3.7m

Australian adults went bushwalking in the year to June 2024, up from 2.2 million, so for most operators the constraint is capturing demand, not creating it.

AUSPLAY, ASC, 2023-24

~70%

of tour and activity bookings are abandoned before they are completed, much of it at the moment a customer tries to reach you.

XOLA, INDUSTRY ANALYSIS, 2024

~82%

cart-abandonment rate in travel, among the highest of any sector, which is why answering live and fast matters so much.

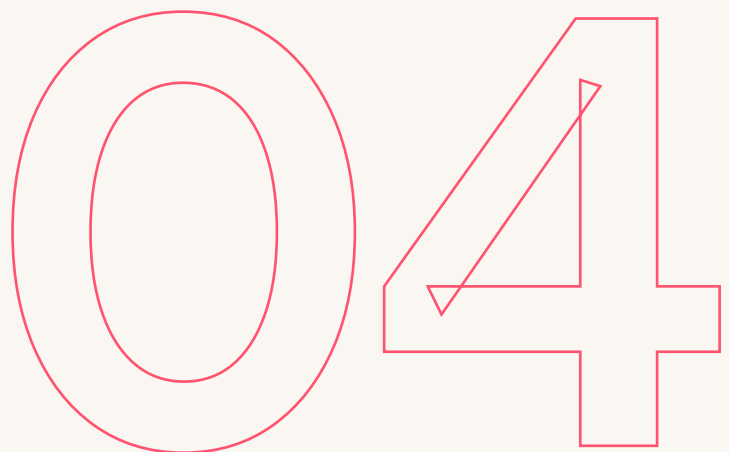
INDUSTRY ESTIMATE, TRAVEL SECTOR

Read those numbers together and the case is straightforward. Demand is not the problem, and it is growing. The problem is the narrow set of moments where a customer tries to reach you and cannot, or where a booked customer is not reminded in time. Hand those moments to an agent and you keep the work you were already winning.

Sources: Australian Sports Commission, AusPlay results July 2023 to June 2024. Xola, booking abandonment analysis for tour and activity operators, 2024. Travel cart-abandonment is an industry estimate and varies by source and method; treat it as indicative, not precise.

What an unanswered phone really costs

A missed call feels like nothing. A handful of them, every day, across a season, is a different story. Here are the four quiet leaks, and what they add up to.



— THE LEAKS LEDGER

Four leaks, one total.

The weekly figures below are illustrative drivers for a mid-size operator in season, not a quote. Every business's numbers differ. The value of laying them out is that the leaks stop being invisible.

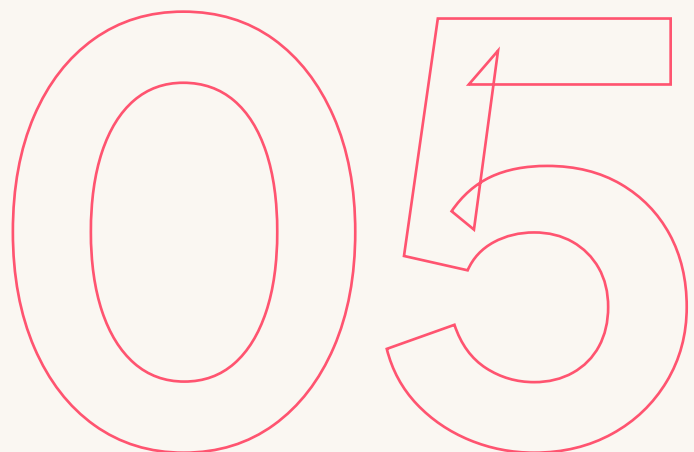
<p>Calls that ring out during trips</p> <p>~15 a week unanswered while guides are on the water and at the peak; about 6 in 10 were ready to book (\$125 each).</p>	\$1,125 /wk
<p>Callers who give up, no message</p> <p>~6 a week who hang up rather than wait; about 4 of them simply book the next operator.</p>	\$500 /wk
<p>After-hours and overseas enquiries</p> <p>~8 a week hit a recording between close and open; the motivated ones, often overseas travellers, book elsewhere overnight.</p>	\$625 /wk
<p>No-shows from missed reminders</p> <p>Reliable reminders recover ~6 booked spots a week that would otherwise have gone empty.</p>	\$750 /wk
<p>The combined leak</p>	\$3,000 /wk

That is roughly \$144,000 across a 48-week season leaking quietly through four holes, none of which shows up on an invoice. You do not need these exact numbers to act; even at half the assumptions the seasonal cost dwarfs the price of closing it. A digital booking desk addresses all four at once: it answers the calls that ring out, it removes the hold queue, it works after hours, and it sends every reminder. Section Eight builds the full model with your own numbers.

Illustrative only. Booking value, call volumes and season length vary widely by activity, location and operator size. Replace every figure with your own.

Safety, duty of care and the line you never cross

This is the section that matters most in adventure sports and the one most guides skip. How screening and waivers are handled, what the law expects of you, and exactly how the agent is kept on the right side of the safety call.



THE DUTY YOU CANNOT DELEGATE

The safety call is yours.

Adventure activities carry real physical risk, and that changes everything about how the technology must be built. The judgement at the centre of your business, whether a person can safely take part and whether a trip runs at all, is one that only a qualified human should make.

Most led outdoor activities in Australia are run against the Australian Adventure Activity Standard (AAS), the good-practice framework for the safe planning and delivery of activities with dependent participants, maintained by the Outdoor Council of Australia. The standard is voluntary, but in practice it is often required by land managers, insurers and regulators as a condition of operating, so the bar here is not theoretical.²

Good practice expects you to manage risk actively: to screen participants against the requirements of the activity, to give people clear information before they commit, and to make conditions-based decisions on the day. None of that can be handed to an automated assistant. The agent supports the workflow around it, but the assessment itself stays with your guides and instructors.

A customer should never be cleared, screened or turned away by a machine. That call belongs to a qualified person.

So the agent is built to collect, not to judge. It records what a customer declares about age, weight, experience or a medical condition, against the questions you have set, and it passes that information to the right person for review. It never decides what the declaration means. Where your rules say a particular answer needs a human, the booking is held, not confirmed, until your team has looked at it.

The same applies to the weather and the water. The agent can tell a customer that a trip is subject to a conditions check, and it can carry out a reschedule once your team has made the call. It never makes that call itself.

2. Outdoor Council of Australia, Australian Adventure Activity Standard (AAS) and associated Good Practice Guides. The AAS is a voluntary framework, not legislation, but compliance is commonly required by land managers, insurers and regulators as a contractual or management condition. A review of the standard is underway.

THE SAFETY BOUNDARY, ENFORCED

How the line is held.

Section One set the rule: the agent handles administration, never the safety call. This is how that rule is enforced in the way the agent is actually built.

THE AGENT WILL

- + Take bookings, changes, weather reschedules and cancellations against your rules

- + Send pre-trip information, what-to-bring and your waiver link, and chase incomplete waivers

- + Record what a customer declares about fitness, age or weight, and flag anything you have told it to flag

- + Answer policy questions: prices, inclusions, age and weight limits as you have set them

- + Hand over to a qualified person the moment a conversation touches fitness, safety or risk

THE AGENT WILL NOT

- Decide whether a person is fit or safe to take part

- Interpret a medical condition, injury or fitness declaration

- Make the weather, water or conditions go-ahead call

- Sign, waive or vary a waiver on anyone's behalf

- Give safety, technical, medical or first-aid advice

HUMAN IN THE LOOP

A qualified person is never removed from safety. The agent is a layer in front of routine booking work, with clear escalation paths back to your team and a standing instruction to hand over the moment a conversation needs human judgement. You set the rules; the agent keeps to them; you can see everything it did.

WAIVERS AND THE RULES YOU WORK TO

Built to be inspected.

Adventure operators work inside a particular legal frame, and the agent has to respect it rather than blur it. Under the Australian Consumer Law (ACL), the services you sell come with consumer guarantees, including that they are supplied with due care and skill. For recreational services, providers can limit some liability for the inherent risks of a dangerous recreational activity through a properly drafted waiver, under section 139A of the Competition and Consumer Act 2010 (Commonwealth) and the equivalent state provisions.³

Those waivers have limits that matter. They do not remove your underlying duty of care, they do not cover reckless conduct, and the consumer guarantees cannot be excluded at all where the participant is under eighteen. A waiver is a document a customer must read and accept, not a box a machine ticks for them.

So the agent's role with a waiver is narrow and deliberate. It sends your waiver to the customer, explains that it must be completed before the activity, and records whether it has been returned. It does not sign it, vary it, or advise anyone on what it means. If a customer has questions about the waiver or the risks, the agent hands them to a person.

What you gain in return is a clearer record than most operators keep today. Every interaction is logged, transcribed and summarised, so you can see what was said, what was declared, what was sent and what was escalated. That record supports the obligations you already meet under the AAS and your insurer's requirements, and it makes review simple: you can listen back, read transcripts, and adjust the agent's rules in plain language whenever you need to.

This guide is general information, not legal advice. Before you go live, your own consumer-law, waiver and safety obligations should be confirmed with the appropriate adviser. What the technology gives you is a booking desk that is easier to govern, not harder.

3. Australian Consumer Law, Competition and Consumer Act 2010 (Cth), s 139A, and equivalent state and territory provisions on recreational services. Waivers do not negate the duty of care or liability for reckless conduct, and consumer guarantees cannot be excluded for participants under 18. Seek your own legal advice on your waiver and obligations.

Under the bonnet

You do not need to be technical to use this, but it helps to know what is happening when the phone rings. Here is the whole thing, in six parts.



HOW IT WORKS

Six parts, one conversation.

PART 01

It picks up and listens

The agent answers in a natural voice, at once, and tells the caller they are speaking with your business's automated assistant. It understands ordinary speech, accents and interruptions.

PART 03

It writes to your system

It connects to your booking or reservation software through permissioned access, reads live availability, takes the deposit if you allow it, and writes the confirmed booking straight in. No double entry.

PART 05

It works after hours

Evenings, weekends, the time on the water and the overnight enquiry from another time zone are all covered, without extra rostering. The calendar that greets your team is already filling.

PART 02

It follows your rules

Trip types, prices, group sizes, age and weight limits, inclusions and booking policy: it works from the rules you set, in plain language, not from guesses.

PART 04

It escalates cleanly

When a conversation touches fitness, safety or risk, or needs a person for any reason, it hands over to your team. It never tries to make a safety call itself.

PART 06

It reports back

Every call is logged, transcribed and summarised. You see volumes, bookings, reschedules and anything escalated, and you tune the rules from there.

Before you switch it on

You can stand up a working agent quickly. The operators that get the most from it spend a little time first, getting the groundwork right. Here is what to map across two weeks.



— THE GROUNDWORK

An hour of mapping saves a month of patching.

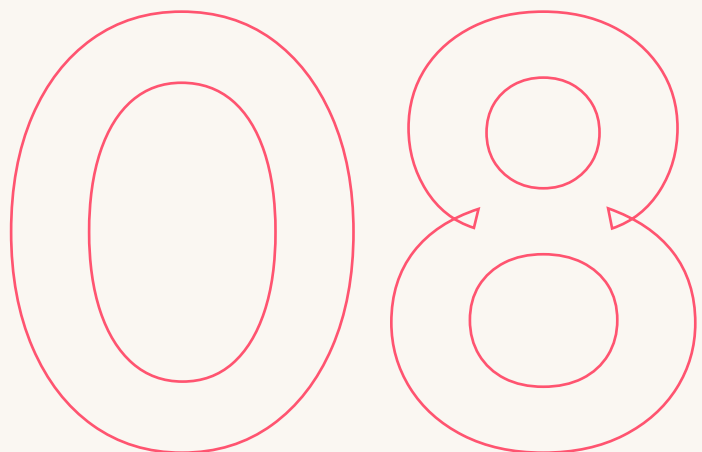
Getting an agent live is fast. The difference between a good launch and a frustrating one is whether you have written down the things your booking desk currently holds in its head. Work through this list before you go live.

- Your top ten enquiry types, in order
- Your booking rules: group sizes, minimum numbers, deposits, cut-off times
- What must always go to a qualified person, and to whom
- Your weather and conditions reschedule policy
- Your waiver, and when it must be completed
- Every trip type, price, duration and what is included
- Age, weight and experience limits, plain enough to read aloud
- Your screening questions and the exact words for escalation
- Your reminder timing and pre-trip message wording
- Who owns the agent's rules and reviews its reports

This is a fortnight of light work, not a project. Most of it is writing down decisions you have already made informally. Once it is on paper, the agent can be configured to match exactly how your business already runs, which is the whole point: it should sound and behave like your operation, on its best day.

Building the business case

An illustrative model, not a promise. Plug in your own numbers and the shape of the return tends to hold: it pays for itself on captured bookings alone, before you count the hours.



— AN ILLUSTRATIVE MODEL

Where the return comes from.

A worked example to show the mechanism, not a quote. The numbers are illustrative and rounded; replace them with your own. The point is that the three returns stack, and the first one usually covers the cost by itself.

THE SCENARIO · A SIX-GUIDE OPERATOR

Runs half-day and full-day trips and takes around 250 enquiries a week in season. It misses about 30, mostly while guides are on the water, after hours, and overnight from overseas travellers. A little over half of those missed enquiries, about 16 a week, were ready to book. Average booking value, conservatively, \$125. The season runs about 48 weeks.

Where the return comes from	Illustrative annual figure
Captured bookings 16 ready-to-book enquiries/wk now answered × \$125 × 48 weeks. The biggest line, and after-hours and overseas enquiries alone often cover the fee.	\$96,000
Reduced no-shows Reliable reminders and easy reschedules recover ~6 booked spots/wk that would otherwise run empty × \$125 × 48 weeks.	\$36,000
Hours returned About 10 hours/wk of phone, reschedule and waiver chasing handed back to guides and office, at a \$50 fully-loaded rate × 48 weeks. Capacity, not cash, but real.	\$24,000
Cost of the agent Indicative annual platform cost for an operator of this size, plus the groundwork time in your first fortnight.	(\$14,000)
Net illustrative return Recovered revenue and returned hours, less the cost of running it.	\$142,000

Read it conservatively and the case still holds. Halve every assumption and the model clears the cost of the agent several times over, on captured bookings alone, before the returned hours and the better customer experience are counted. We will build this with your real numbers in a short call rather than ask you to take a generic figure on faith.

What you don't need

Some of what holds operators back is not cost or risk, but a set of assumptions that are simply not true. Here are the ones worth retiring before you start.



— MYTHS WORTH RETIRING

Less than you think.

YOU DON'T NEED

- To replace your team. The agent takes the repetitive layer, not the guides or the office

- To rip out your booking system. It connects to what you already run

- To be technical. The rules are written and changed in plain language

- A long IT project. A working agent is a matter of days, not quarters

- To let it near a safety decision. By design, it never goes there

YOU DO NEED

- + A clear picture of your trips, prices and booking rules

- + Agreement on what always goes to a qualified person

- + Your screening questions, waiver and reschedule policy written down

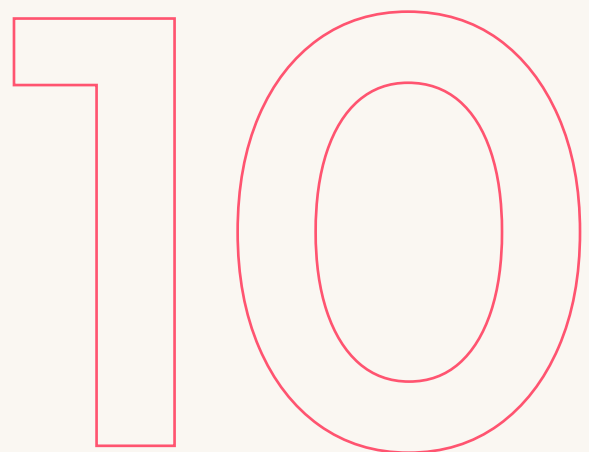
- + One owner inside the business who watches the reports

- + A willingness to start with one job and grow from there

The honest summary is that the barrier is smaller than the reputation of "AI in adventure sports" suggests. You are not rebuilding your business. You are adding a reliable, well-governed layer to the booking desk and keeping a firm hand on what it is allowed to do.

In practice

Three composite operators, drawn from the kinds of deployments this technology suits. The names are illustrative; the situations are not.



COMPOSITE CASE STUDIES

What changed, and how fast.

COMPOSITE · SURF SCHOOL

A coastal surf school

Instructors in the water all day; enquiries peak when nobody can answer.

0

enquiries to voicemail after going live, day or night

The lesson booked from the beach.

The school's busiest hours were also its emptiest at the desk, because every instructor was in the water teaching. Most enquiries went to voicemail and many never called back. The agent now answers every call, offers real lesson times from the live calendar, and sends the meeting point and waiver on the spot.

Within the first fortnight the school was capturing the lunchtime and weekend enquiries it used to lose, and the waiver chase that ate the front desk had largely taken care of itself.

COMPOSITE · DIVE OPERATOR

A two-boat dive operator

Overseas customers booking overnight; trips reshuffled by weather.

After hours

overseas bookings now captured instead of lost

The overnight enquiry, kept.

Most new customers were travellers booking from other time zones, late at night locally, choosing between several operators. The agent now answers, explains inclusions and prices, books the trip and sends the dive medical and waiver requirements, so the operator wakes up to confirmed bookings rather than a silent inbox. When weather forces a change, it works through the affected bookings and offers each customer a new day.

COMPOSITE ·
MULTI-ACTIVITY

A multi-activity adventure operator

Rafting, abseiling and high ropes across several sites, one shared phone line.

3→1

sites, one consistent booking desk, every enquiry handled the same way

One booking desk for three sites.

Calls bounced between locations and were handled differently at each. The agent gave the operator a single, consistent booking desk: it routes each enquiry to the right activity and site, books against each trip's availability, and applies the same screening questions, pricing and waiver wording everywhere.

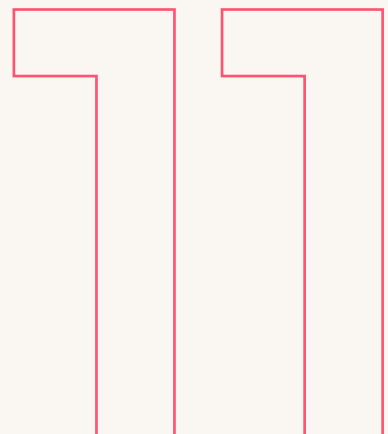
The office was freed from the phones during the busy hours, and the operator could finally see, in one place, how many enquiries came in across all three sites and what happened to each one.

A NOTE ON THESE EXAMPLES

These are composites built to illustrate common patterns, not named clients. Your results depend on your enquiry volume, your booking rules and how you choose to use the agent. We are happy to talk through a realistic picture for your specific operation.

Questions operators ask

The questions that come up in almost every first conversation, with straight answers.



FREQUENTLY ASKED

The honest answers.

Will customers know they are talking to an AI?

Yes, always. The agent tells callers plainly that they are speaking with your business's automated assistant. Transparency is a requirement, not an option, and customers can ask for a person at any time.

Can it decide if someone is fit or safe to take part?

No. It does not screen, clear, or assess anyone, by design. It records what a customer declares and passes anything that touches fitness, safety or risk to a qualified person. The whole guide is built on that boundary.

Who makes the weather or conditions call?

Your team, always. The agent can tell customers a trip is subject to a conditions check and carry out a reschedule once your team has decided, but it never makes the go-ahead call itself.

Does it work with our booking system?

It connects to common booking and reservation systems through permissioned access, reading live availability and writing confirmed bookings. We confirm compatibility with your specific system before you commit to anything.

How does it handle our waivers?

It sends your waiver, explains that it must be completed before the activity, chases the ones not yet returned, and records whether each is done. It never signs, varies or advises on a waiver. Questions about the waiver or the risks go to a person.

Will it replace our office or guides?

No. It takes the repetitive, interruptive layer of the work so your team can focus on running safe trips and the conversations that need a human. Operators generally redeploy their people rather than reduce them.

What happens when a call is complicated or upsetting?

It hands over. The agent is built to recognise when a conversation has left its rules or needs human judgement, and to escalate cleanly to your team. You decide in advance which situations always go to a person.

How long until it is live?

Days, not quarters. The groundwork in Section Seven is the main task, and most of it is writing down how your business already runs. After that, configuration and testing are quick.

What if we want to change how it behaves?

You change the rules in plain language and the change applies to every call from then on. Consistency becomes a setting. You can also listen back and read transcripts whenever you like.

Your first seven days

A short, concrete path from reading this guide to a live agent answering your phones. Three steps, one week.



FROM HERE TO LIVE

Start with one job. Grow from there.

DAYS 1-2**Map the basics**

Work through the Section Seven checklist. Pin down your trips, prices, booking rules, screening questions, escalation points and waiver. This is the real work.

DAYS 3-5**Configure and test**

We set the agent up to match your rules, connect it to your booking system in a controlled way, and test it together against real enquiries until it sounds like your operation.

DAYS 6-7**Go live on one job**

Start with a single job, often after-hours enquiries or reminders, watch the reports, then widen its remit once you trust it. Small start, fast confidence.

THE ONE DECISION TO MAKE THIS WEEK

You do not need to commit to a full rollout. Pick the single job that hurts most right now, the calls missed during trips, the overnight overseas enquiries, or the reminders that never quite go out, and let an agent take just that. The rest follows from what you learn.

When you are ready, the best next step is a short walkthrough where we build a realistic picture for your business: your numbers, your rules, and a clear view of what the agent would and would not do. No generic figures, no pressure.

Answer every enquiry. Never make the safety call.

A digital booking desk that works your phones, your reschedules and your reminders, governed by your rules and kept firmly clear of every safety decision. Built for Australian adventure operators.

TALK TO US

Agentic.ai
Book a 20-minute walkthrough for your operation

ABOUT THIS GUIDE

General information only.
Not legal, safety or professional advice.
Confirm your obligations with the appropriate adviser.