
The Business Coaching Guide to Agentic AI

From a practice where every enquiry waits until you are out of session, to a digital front desk that answers every call, books the discovery call, and knows exactly where the coaching line sits.

PUBLISHED BY

Agntic.ai
AI voice agents & digital workers

EDITION

2026 · Australia
General information only

FIND US

Agntic.ai
Book a 20-minute walkthrough

FOREWORD

You are the product. So is your time.

Coaching has never been in more demand. In its most recent global study, the International Coaching Federation (ICF) counted a record 122,974 coach practitioners worldwide, up fifteen per cent in two years, generating an estimated 5.34 billion United States dollars in annual revenue.¹ Behind almost every one of those practitioners is a business of one or two people, where the founder is also the service, the salesperson, the scheduler and the bookkeeper.

That is the quiet problem at the centre of a coaching practice. The thing that earns the money, you in the room with a client, is the same thing that stops you answering the phone, returning the enquiry, or following up the warm lead from last week's webinar. Every hour spent coaching is an hour the front desk is unattended. Every hour spent on the front desk is an hour you are not coaching, and not billing.

This guide is about a specific, practical answer to that problem: an agentic artificial intelligence (AI) voice agent that works the enquiries, the bookings and the follow-up around your sessions, so the new client who finds you at nine in the evening is booked by morning instead of lost to the coach who answered first. It is written for solo coaches, small coaching practices and the firms that run several coaches under one brand.

We have tried to be honest throughout. There is a clear line we keep coming back to, the line between handling an enquiry and doing the coaching, and a good deal of this guide is spent making sure the technology stays firmly on the right side of it. Your expertise is yours. The agent's job is to make sure more of the right people get to reach it.

Brad Riley

CEO, Agntic.ai

1. International Coaching Federation, 2025 ICF Global Coaching Study (conducted by PwC). The study reports 122,974 coach practitioners globally, a 15% rise since 2023, and estimated annual revenue of USD 5.34 billion.

— WHAT IS INSIDE

Contents

01	Agentic AI, in plain language	06
	What a digital worker is, how it differs from a chatbot, and the one thing it must never do.	
02	A day between sessions	09
	The hidden cost of the front desk, told the way a working coach lives it.	
03	The five jobs a digital front desk does best	12
	Where an AI voice agent earns its place in a coaching practice.	
04	What a missed enquiry really costs	15
	The four quiet leaks, totalled.	
05	Confidentiality, the coaching line and the duty to refer	17
	Client information, the boundary with therapy, and the work you never hand over.	
06	Under the bonnet	21
	How a digital front desk actually works, in six parts.	
07	Before you switch it on	23
	The groundwork that makes the difference, mapped for two weeks.	
08	Building the business case	25
	An illustrative model for enquiries, no-shows and returned hours.	
09	What you don't need	27
	The myths worth retiring before you start.	
10	In practice	29
	Three composite practices and what changed.	
11	Questions coaches ask	32
	The honest answers to the common ones.	
12	Your first seven days	35
	A short, concrete path to a live agent.	

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 put in front of your practice.



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 a coaching practice, the goal is usually simple to state: answer the enquiry, understand what the person is looking for, and get the right next step booked, the same way a sharp practice manager 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 you would ask, and then it acts: it offers a real time from your live calendar, books the discovery call, confirms it, and sends the reminder. When something falls outside its rules, it hands over to you.

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

The difference matters most when you are in session. A website chatbot might capture a message you read two days later, by which time the prospect has booked someone else. A digital front desk actually picks up at the moment of interest, at seven in the morning, between your clients, and at nine at night, holds a real conversation, and leaves a confirmed call in your diary by the time you are free.

None of this replaces you, and none of it is the coaching. It removes the repetitive, interruptive work that sits around the coaching: the work that, today, you can only do by stepping out of the room where your value actually lives.

THE ONE RULE

What it must never do.

A digital front desk for a coach is built around a boundary that protects the one thing the practice sells. It handles the enquiries and the administration around your work. It does not, under any circumstances, do the coaching.

That means it does not give advice, it does not strategise, it does not diagnose a business problem, and it does not offer the judgement a client is paying you for. If a caller starts looking for free coaching on the phone, the agent's job is not to provide it. Its job is to recognise the moment, capture the context, and book the conversation where that value is actually delivered: with you.

THE LINE, IN ONE SENTENCE

The agent handles enquiries and bookings. The coaching always belongs to you. If a caller raises something that needs your professional judgement, or something that is clearly distress rather than a business question, the agent is built to recognise that, hand over to a person, and never improvise an answer of its own.

This is not a limitation we apologise for. It is the design. A coach who adopts this technology should be able to say, plainly, that no client was ever advised, assessed or coached 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 between sessions

The cost of an unattended front desk does not appear on any report. It shows up as a missed call, a cold lead and a discovery call that quietly became a no-show. Here is the day as a working coach actually lives it.



— CLAIRE'S WEDNESDAY · A SMALL COACHING PRACTICE

In the room, or on the phone. Never both.

Claire is a business coach with a full client book and one associate. Nothing here is unusual. That is the point.

MORNING

8:15 **A warm lead from last night.** Someone filled in the website form at 9:40pm after a webinar. Claire means to call back. Her first session starts at 8:30.

9:50 The phone rings mid-session. A referral, ready to book. It goes to voicemail. They do not leave a message, and they do not call back.

11:30 **A gap, finally.** Claire returns three calls. Two go to voicemail. The webinar lead has already booked a chemistry call with another coach.

12:40 Lunch, spent rescheduling a client who needs to move Thursday. The afternoon enquiries pile up behind it.

AFTERNOON

2:00 **The follow-up list.** Eleven prospects from the last month sit at "warm, no reply yet". Claire meant to work the list today. She has not had a clear twenty minutes.

3:00 A discovery call no-shows. No reminder went out yesterday. The slot, an hour Claire blocked off, is simply gone.

6:30 Phone to voicemail. From now until morning, every enquiry hears a recording. The motivated ones keep scrolling, and book the coach who picked up.

THE INVISIBLE COST

None of it was anyone's fault.

Claire is good at her job. The practice is well run. And yet by the end of the day a warm lead has gone to a competitor, a referral never reached a person, the follow-up list did not move, and an hour of her diary was lost to a no-show because no reminder went out.

This is the trap of running a practice where you are also the product. The losses are real but invisible. A missed call is not recorded as a missed call; it is simply a call that never reached you. A lead that goes cold does not announce itself; it just stops replying. A no-show looks like one empty hour, not like the small omission that caused it.

The evidence on the first of those leaks is blunt. In the landmark study of online sales leads, firms that responded within five minutes were twenty-one times more likely to qualify the lead than those that waited just thirty minutes.² For a coach in back-to-back sessions, thirty minutes is the best case. The reply often comes the next day, and by then the decision has been made.

The rest of this guide is about handing that specific layer of work to an agent, so the next Wednesday looks different: every enquiry answered in seconds, the follow-up list worked patiently, every reminder sent, and Claire free to be in the room with the client in front of her.

2. Oldroyd JB, McElheran K, Elkington D, "The Short Life of Online Sales Leads," Harvard Business Review, 2011, drawing on the Lead Response Management study of more than 100,000 leads. Responding within five minutes rather than thirty made firms about 21 times more likely to qualify the lead.

The five jobs a digital front desk does best

Not everything should be automated, and the coaching never will be. These five jobs are where an AI voice agent is genuinely strong, and where coaches feel the change first.



— WHERE IT EARNS ITS PLACE

Five jobs, done properly, every time.

JOB 01**ANSWERED**

Answering every enquiry, instantly

Every call and web enquiry picked up on the first ring, at every hour, including the moments you are in session and the evenings after a webinar. No voicemail, no two-day delay, no prospect lost to the coach who replied first.

JOB 02**BOOKED**

Booking discovery calls and sessions

The agent offers real times from your live calendar, books the discovery call or session, writes it straight into your scheduling tool, and sends the confirmation. It handles reschedules and cancellations the same way.

JOB 03**QUALIFIED**

Qualifying and routing the enquiry

It asks the questions you would ask up front: what they are looking for, their stage of business, which of your programmes fits. The right people reach a discovery call prepared, and a clearly wrong fit is handled politely without using your time.

JOB 04**FOLLOWED UP**

Following up and nurturing leads

The warm lead that never got a reply, worked patiently over days and weeks. The slow, repetitive outreach that always gets dropped first is exactly the work an agent does without fail.

JOB 05**CAPTURED**

Reminders, no-show recovery and intake

Reminders for every booked call so fewer hours are lost to no-shows, a prompt rebooking when someone misses, and the intake details you need before a first session: goals in brief, the right forms, a payment or agreement link where you use one. Personal information is collected only with clear consent and held to your privacy rules.

 WHY THESE FIVE

High volume, low judgement, high stakes.

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

122,974

coach practitioners worldwide, up 15% in two years. Demand is rising, and so is the number of coaches a prospect can call instead of you.

ICF GLOBAL COACHING STUDY, 2025

21x

more likely to qualify a lead by replying within five minutes rather than thirty. Speed is the single highest-leverage move in the funnel.

OLDROYD ET AL., HARVARD BUSINESS REVIEW, 2011

~30%

of booked business-to-business (B2B) meetings are no-shows on common industry benchmarks, the kind of gap timely reminders are built to close.

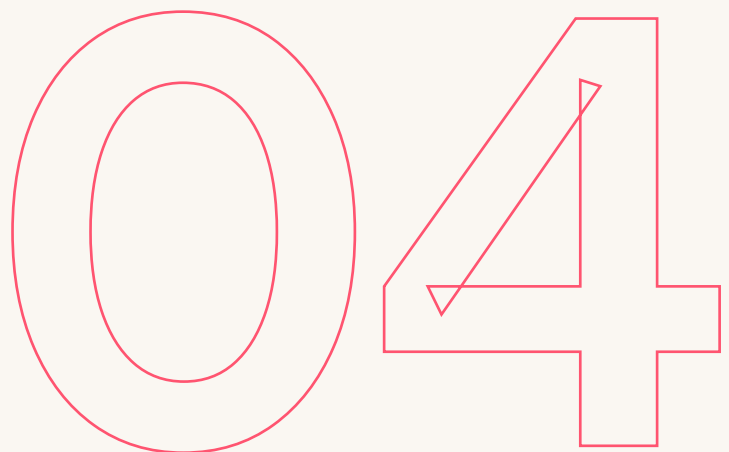
B2B APPOINTMENT-SETTING BENCHMARKS, 2025

Read those numbers together and the case is straightforward. Demand for coaching is rising, but so is competition for the prospect's attention, and the prospect's patience is measured in minutes. The narrow set of moments where someone tries to reach you and cannot, or where a booked call is not confirmed, is where the revenue quietly leaks. Hand those moments to an agent and you keep the work you were already winning.

Sources: ICF, 2025 ICF Global Coaching Study (PwC). Oldroyd et al., Harvard Business Review, 2011. No-show figure: B2B appointment-setting industry benchmarks (commonly cited around 30%); rates vary by sector and sourcing, so the figure here is indicative rather than a measured rate for coaching specifically.

What a missed enquiry really costs

A missed call feels like nothing. A handful of them, every week, for a year, is a different story, because in coaching one lost enquiry can be a lost client worth thousands. 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 an actively marketing practice, not a quote. They assume a new-client value of \$3,600 and a one-in-four conversion from discovery call to client, so each genuine prospect enquiry is worth about \$540. Your numbers will differ. The value of laying them out is that the leaks stop being invisible.

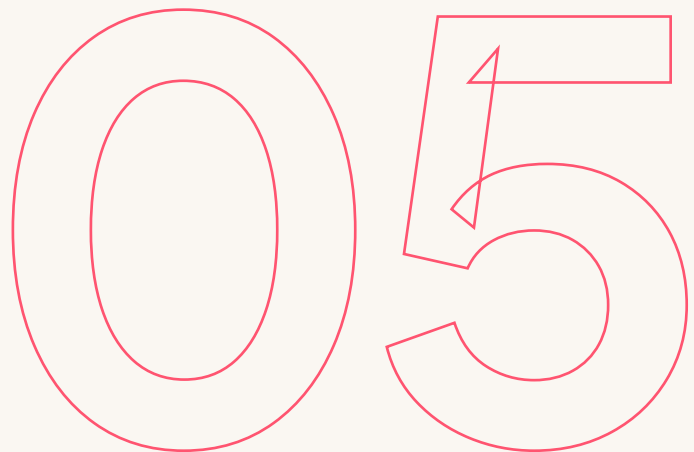
<p>Calls that ring out while you are in session</p> <p>~2 genuine prospects a week reach voicemail mid-session and never call back, at ~\$540 of expected value each.</p>	\$1,080 /wk
<p>Warm leads that go cold before you reply</p> <p>~1 a week from your site or a webinar waits days for a response and books a faster coach. Reply in five minutes and you are 21x more likely to qualify them.</p>	\$540 /wk
<p>After-hours enquiries lost overnight</p> <p>~1 a week hits voicemail between sessions and after close; the motivated ones book elsewhere before morning.</p>	\$540 /wk
<p>Discovery-call no-shows from missed reminders</p> <p>Reliable reminders recover ~3 to 4 otherwise-missed discovery calls a month, at ~\$900 of expected value each.</p>	\$720 /wk
<p>The combined leak</p>	\$2,880 /wk

That is roughly \$138,000 a year 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 annual cost dwarfs the price of closing it. A digital front desk addresses all four at once: it answers the calls that ring out, it replies in seconds, it works after hours, and it sends every reminder. Section Eight builds the full model with your own numbers.

Conversion and lead-response logic: Oldroyd et al., Harvard Business Review, 2011. Discovery-call conversion of around one in four sits within commonly cited industry ranges of 10% to 30%; the dollar figures here are illustrative.

Confidentiality, the coaching line and the duty to refer

This is the section that protects your practice and the one most guides skip. How client information is kept private, why the agent never coaches, and how it stays clear of the line between coaching and therapy.



CONFIDENTIALITY IS THE TRADE

What clients tell you stays private.

Coaching runs on trust. Clients talk to you about their business, their finances and their fears precisely because they expect it to go no further. A digital front desk has to honour that expectation from the first contact, not bolt it on afterwards.

In Australia, personal information is governed by the Privacy Act 1988 (Commonwealth) and the thirteen Australian Privacy Principles (APPs) that flow from it. The agent is built to that standard: it collects information only for the purpose the person is contacting you about, only with their clear knowledge and consent, and it tells callers plainly that they are speaking with an automated assistant. Recordings and transcripts are handled under your own privacy policy, with access limited to the people who need it.

That framework has just been strengthened. The Privacy and Other Legislation Amendment Act 2024 began the most significant overhaul of the Act in its history. From 10 December 2026, businesses covered by the Act will need to disclose in their privacy policy where automated systems are used to make, or substantially help make, decisions that significantly affect a person.³ A practice using an AI agent should plan that disclosure now rather than scramble for it later. It is a short paragraph, and we help you write it.

Clients should never have to wonder who, or what, they are talking to, or where their information goes.

Just as important is what the agent is not given. It handles the enquiry and the booking. It is not handed your coaching notes, your client files or the substance of past sessions. The confidential record of the work stays exactly where it belongs, with you, and the agent operates on the thin layer of contact and scheduling information it actually needs.

3. Privacy and Other Legislation Amendment Act 2024 (Cth), amending the Privacy Act 1988 (Cth). Automated decision-making transparency obligations in privacy policies commence 10 December 2026. Office of the Australian Information Commissioner (OAIC) guidance, APP1.

THE COACHING LINE, ENFORCED

How the line is held.

Section One set the rule: the agent handles enquiries, never the coaching. There is a second line that matters just as much, the line between coaching and therapy. This is how both are enforced in the way the agent is actually built.

THE AGENT WILL

- + Take enquiries, book discovery calls, and handle reschedules

- + Ask your qualifying questions and route to the right programme

- + Answer practical questions: pricing structure, format, availability

- + Recognise distress and direct a caller to the right human help without delay

- + Hand over to you whenever a caller asks, or whenever the conversation leaves its rules

THE AGENT WILL NOT

- Give coaching, advice, strategy or an opinion on a client's situation

- Diagnose a business problem or recommend a course of action

- Engage with mental-health distress as if it were a coaching matter

- Promise an outcome, a result or a return on your behalf

- Make any judgement that belongs to you, the coach

THE DUTY TO REFER

The International Coaching Federation (ICF) is clear that coaching is not therapy, and that when a person's needs move beyond coaching, the ethical response is to recognise the limit and support a referral. The agent reflects that duty: if a caller raises serious mental-health distress, it does not coach and it does not counsel. It responds with care, points them to appropriate support, and escalates to you, so a human decides the next step.

GOVERNANCE YOU CAN SHOW

Built to be inspected.

A professional coaching practice runs on accountability, and a digital front desk should add to it, not subtract from it. Because every interaction is logged, you have a clearer record of enquiry and booking activity than most practices keep today, when a missed call leaves no trace at all.

That record supports the standards you already work to: your own confidentiality and consent practices, your handling of personal information under the APPs, and the ethical commitments of the professional body you belong to, whether that is the ICF, the European Mentoring and Coaching Council (EMCC) or another. The agent operates inside those frameworks rather than around them.

It also makes review simple. You can listen back, read transcripts, and adjust the agent's rules in plain language. If you decide it should never discuss a particular topic, or should always escalate a particular kind of call, that change is made once and applied to every conversation from then on. Consistency, in other words, becomes a setting rather than a hope.

This guide is general information, not legal advice. Before you go live, your own privacy obligations and professional-body commitments should be confirmed with the appropriate adviser. What the technology gives you is a front desk that is easier to govern, not harder.

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, on the first ring, and tells the caller they are speaking with your practice's automated assistant. It understands ordinary speech, accents and interruptions.

PART 03**It writes to your calendar**

It connects to your scheduling tool and customer relationship management (CRM) system through permissioned access, reads your live availability, and writes the confirmed booking straight in. No double entry.

PART 05**It works after hours**

Evenings, weekends and the hours you are in session are covered without you stepping out. The enquiries that arrive while you are unavailable are answered and booked, not lost.

PART 02**It follows your rules**

Your programmes, your pricing structure, your qualifying questions, who you take on and who you do not: it works from the rules you set, in plain language, not from guesses.

PART 04**It escalates cleanly**

When a conversation needs you, or shows any sign of distress, it hands over to you or points the caller to the right human help. It never tries to coach or counsel a situation itself.

PART 06**It reports back**

Every conversation is logged, transcribed and summarised. You see enquiry volumes, what was booked, and anything escalated, and you tune the rules from there.

Before you switch it on

You can stand up a working agent quickly. The practices 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.

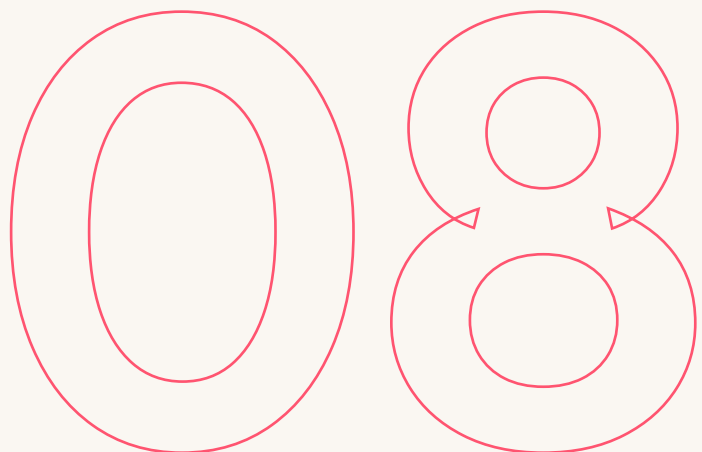
Getting an agent live is fast. The difference between a good launch and a frustrating one is whether you have written down the things you currently hold in your head. Work through this list before you go live.

- Your top ten reasons people enquire, in order
- Your programmes, formats and what each one costs
- Your qualifying questions: who is a fit, who is not
- Your booking rules: discovery-call length, buffers, availability
- What must always come to you, and how quickly
- Your words for handling distress and when to escalate
- The follow-up sequence you want for warm leads
- Your reminder timing and message wording
- Consent wording for collecting a person's information
- 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 practice already runs, which is the whole point: it should sound and behave like you, on your 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 enquiries 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 SMALL COACHING PRACTICE

Takes roughly 15 genuine enquiries a week across phone, web and referral, and misses or slow-replies to about a third while in session or after hours. A new client is worth about \$3,600 over the engagement, and roughly one discovery call in four becomes a client. The practice books around 12 discovery calls a month and loses about a third to no-shows.

Where the return comes from	Illustrative annual figure
Captured enquiries Answering and replying fast to enquiries missed today recovers ~2 won clients a month × \$3,600 × 12 months. The biggest line, and after-hours enquiries alone often cover the fee.	\$86,000
Fewer discovery-call no-shows Reliable reminders recover ~3 attended discovery calls a month; at a one-in-four close that is ~0.75 extra clients a month × \$3,600 × 12.	\$32,000
Coaching hours returned About 5 hours a week no longer spent on phones and follow-up, valued conservatively at a \$60 fully-loaded admin rate × 48 weeks. Capacity, not cash, but real.	\$14,000
Cost of the agent Indicative annual platform cost for a practice of this size, plus the groundwork time in your first fortnight.	(\$9,000)
Net illustrative return Recovered revenue and returned hours, less the cost of running it.	\$123,000

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 enquiries alone, before the returned hours and the steadier pipeline 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 coaches 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 make it sound like a coach. It is your front desk, not your replacement, and it says so

- To rebuild your tech. It connects to the scheduling and CRM tools you already run

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

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

- To let it near the coaching. By design, it never goes there

YOU DO NEED

- + A clear picture of why people enquire, and who is a fit

- + Agreement on what always comes to you

- + Your privacy and consent wording confirmed

- + One owner who watches the reports, even if that is you

- + 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 my business" suggests. You are not rebuilding your practice. You are adding a reliable, well-governed layer to the front desk and keeping a firm hand on what it is allowed to do.

In practice

Three composite practices, 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 · SOLO
EXECUTIVE COACH

A one-person executive practice

Full client book, leads from talks and referrals, no time to call back.

5 min

from enquiry to a booked call, day or night, instead of two days

The warm lead, kept warm.

The coach's best leads came from speaking gigs, and they arrived in a rush right after each talk, exactly when she was offline. By the time she replied, the moment had passed.

The agent now answers within seconds, qualifies the enquiry against her ideal client, and books the discovery call straight into her diary. The leads that used to cool overnight are booked before she has left the venue.

COMPOSITE · BUSINESS
COACHING FIRM

A four-coach firm

Shared phone line, inconsistent intake, leads handled differently by each coach.

1

consistent front desk across four coaches, every enquiry qualified the same way

One front desk for four coaches.

Enquiries were handled differently depending on who picked up, and the warm ones often fell between coaches. The agent gave the firm a single, consistent front desk: it qualifies each enquiry, routes it to the right coach and programme, and books against each coach's live availability.

COMPOSITE · COACH AND
COURSE CREATOR

A coach with an online programme

High enquiry volume from
launches, most of it after hours
and time-sensitive.

After hours

launch enquiries now answered
and booked instead of lost
overnight

The launch that did not leak.

Each programme launch drove a wave of enquiries in the evenings, when the coach was offline and prospects were comparing options. Many never got a reply, and a launch only runs for a few days.

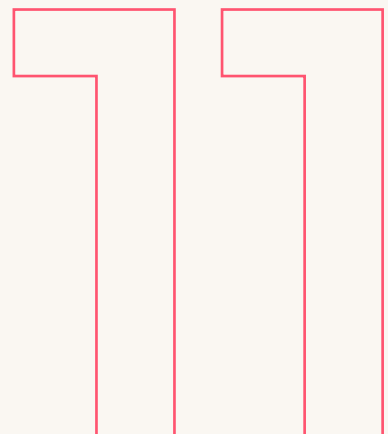
The agent now works through the launch window around the clock: answering questions about the programme, qualifying fit, and booking calls for the people who want to talk before they buy. The coach wakes to a full diary rather than a backlog.

A NOTE ON THESE EXAMPLES

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

Questions coaches ask

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



FREQUENTLY ASKED

The honest answers.

Will people know they are talking to an AI?

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

Will it try to coach people, or give advice?

No. It does not coach, advise, strategise or give an opinion on anyone's situation, by design. If a caller wants the substance of your work, the agent's job is to book the call where you provide it. The whole guide is built on that boundary.

What if someone is in real distress, not a business problem?

It does not counsel and it does not coach. It responds with care, points the person to appropriate human support, and escalates to you. The ICF is clear that coaching is not therapy, and the agent is built to respect that line.

Does it work with my calendar and CRM?

It connects to common scheduling and customer relationship management (CRM) tools through permissioned access, reading live availability and writing confirmed bookings. We confirm compatibility with your specific tools before you commit to anything.

Will it sound robotic, or scare my prospects off?

It speaks naturally and follows your tone. Most enquiries are simple, answer my question and book me in, and people care far more that someone responded at all than that it was a person. You set the wording and can listen back to every call.

Where does my clients' information go?

It is handled under your privacy policy and the Australian Privacy Principles, collected only with consent, encrypted, and held within boundaries you control. The agent is not given your coaching notes or client files; it works on contact and scheduling details only.

What happens with a complicated or sensitive enquiry?

It hands over. The agent is built to recognise when a conversation has left its rules or needs your judgement, and to escalate cleanly to you. You decide in advance which situations always come 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 practice already runs. After that, configuration and testing are quick.

What if I want to change how it behaves?

You change the rules in plain language and the change applies to every conversation 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 enquiries. 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 top enquiry reasons, your qualifying questions, your booking rules and your consent wording. This is the real work.

DAYS 3-5**Configure and test**

We set the agent up to match your rules, connect it to your calendar and CRM in a controlled way, and test it together against real enquiry scenarios until it sounds like your practice.

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

Start with a single job, often after-hours enquiries or discovery-call 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 enquiries you miss in session, the after-hours leads, or the no-shows that eat your diary, 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 practice: 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 cross the coaching line.

A digital front desk that works your enquiries, your bookings and your follow-up, governed by your rules and kept firmly clear of the coaching itself. Built for Australian coaches.

TALK TO US

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

ABOUT THIS GUIDE

General information only.
Not legal or privacy advice.
Confirm your obligations with the appropriate adviser.