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# The Consumer Electronics Guide to Agentic AI

From a support desk drowning in pre-sales questions, order chases and warranty claims to a digital worker that answers every enquiry, captures every sale, and knows exactly where a customer's rights begin.

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**FOREWORD**

# The sale is won, or lost, on the support desk.

In 2025, reports to the Australian Competition and Consumer Commission (ACCC) about consumer guarantees rose by twenty per cent, to more than thirty-eight thousand. Electronics and whitegoods was the single most-reported sector, and around seven in ten people who contacted the ACCC about an electronic product or a whitegood were raising a problem with their guarantee rights.<sup>1</sup> Behind almost every one of those reports is a phone call or a chat window that did not go well.

Most electronics retailers are not short of demand. They are short of capacity at the exact points where demand and goodwill are decided: the pre-sales question that needs an answer now, the order the customer wants tracked, the return that has to be handled fairly, and the warranty claim that, handled badly, becomes a complaint to the regulator. Calls ring out at the lunchtime peak. Chats are abandoned before anyone replies. After hours, the motivated buyer simply opens another tab and buys from the retailer who picked up.

This guide is about a specific, practical answer to that problem: an agentic artificial intelligence (AI) voice agent that works the phones, the chat and the routine administration around them, so your people can do the parts of the job that genuinely need a person. It is written for the owners and managers of Australian electronics retailers, single store or multi-site, online or both, who want to understand what this technology does, what it must never do, and how to put it to work without putting a foot wrong on consumer law or product safety.

We have tried to be honest throughout. There is a clear line we keep coming back to, the line between handling an enquiry and ruling on a customer's legal rights, 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

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1. ACCC, media release, "Rising contacts raise concerns about electronics and whitegoods sector compliance with consumer guarantee rights," 24 April 2026. Reports about consumer guarantees rose 20% to over 38,000 in 2025; electronics and whitegoods was the most reported sector, and about 70% of contacts about an electronic product or whitegood related to consumer guarantees.

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**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 put in front of your customers.



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**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 electronics retailer, the goal is usually simple to state: answer the enquiry, understand what the customer needs, and complete it, the same way a capable salesperson or support officer would.

That is why we call it a **digital worker** rather than a chatbot. It speaks naturally on the phone and in chat, it listens, it asks the follow-up questions your team would ask, and then it acts: it checks live stock, answers the spec question, tracks the order, lodges the return, books the repair, and confirms it all back to the customer. When something falls outside its rules, it hands over to a person.

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

The difference matters most at the busy hours and after close. A chatbot on your website might capture a message. A digital worker actually picks up the phone at 7am, at the Saturday peak and at 9pm, holds a real conversation, and turns a browsing visitor into a confirmed sale or a customer whose problem is already in hand by morning.

None of this replaces your team. It removes the repetitive, interruptive work that stops your staff from doing the parts of the job that genuinely need a person: the considered sale, the upset customer, the complex or sensitive claim.

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**THE ONE RULE**

## What it must never do.

A digital worker in an electronics business is built around a boundary that most other retailers can be loose about. It handles the conversation and the administration around a sale, a return or a repair. It does not, under any circumstances, decide or deny a customer's legal rights, and it does not give advice that could put a person or their property at risk.

That means it does not tell a customer that a faulty product is "out of warranty" and therefore their problem, it does not rule on whether a fault is a major failure, and it does not talk anyone through a repair that touches mains power, a swollen battery or a recalled device. If a caller's situation reaches into a legal right or a safety risk, the agent's job is not to judge it. Its job is to recognise the situation, capture the details, set the right expectation, and hand the decision to a person.

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**THE LINE, IN ONE SENTENCE**

**The agent handles enquiries, sales and the administration around returns and repairs. A ruling on a customer's rights, and any safety risk, always belongs to a person.** If a product may be unsafe, the agent is built to say so plainly, tell the customer to stop using it, and escalate to your team. It never tries to assess the fault itself.

This is not a limitation we apologise for. It is the design. A retailer that adopts this technology should be able to say, hand on heart, that no customer was ever talked out of a refund they were owed, and no one was ever walked through an unsafe repair, 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 support desk

The cost of an overloaded support desk does not appear on any report. It shows up as a tired team, an abandoned cart and a customer who quietly bought elsewhere. Here is the day as your support staff actually live it.



## — PRIYA'S SATURDAY · A THREE-STORE ELECTRONICS RETAILER

# Three channels, two hands, one queue that never empties.

Priya runs the support desk for a small chain that also sells online. Nothing here is unusual. That is the point.

## MORNING

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- 9:05 **Doors open, phones and chat already lit.** A customer wants to know if the soundbar on the website is in stock at the nearest store before they drive in. Priya is on another call.
- 
- 9:40 **Two web chats time out unanswered. One was comparing two laptops and ready to buy. One was a delivery question. Neither comes back.**
- 
- 11:20 **The warranty call.** A customer's twelve-month-old headphones have failed. They have been told elsewhere it is "out of warranty". Priya knows it is not that simple, and spends fifteen careful minutes getting it right.
- 
- 12:30 **Lunchtime peak. Nine calls in the hour, mostly "where is my order". Four are answered. The rest hear hold music and hang up.**

## AFTERNOON

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- 2:15 **The return.** A change-of-mind return and a faulty-product return arrive together. They are not the same thing under the law, and only one of Priya's casuals knows the difference.
- 
- 4:30 **A recalled power bank is brought to the counter. The right steps matter here, and the floor is busy.**
- 
- 6:05 **Phones to message bank, chat to a holding message. From now until morning, every enquiry waits. Some buyers will not.**

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**THE INVISIBLE COST**

## None of it was anyone's fault.

Priya is good at her job. The business is well run. And yet by the end of the day a handful of ready buyers went elsewhere, two warranty conversations took far longer than they should have, and a return was almost handled the wrong way under the law.

This is the trap of support work in electronics. The losses are real but invisible. An abandoned chat is not recorded as a lost sale; it is simply a window that closed. An after-hours call does not announce itself; it just rings out into a competitor's open line. A warranty mishandled does not look like a risk until it becomes a complaint to the regulator, by which time it is on the record.

Because nobody can see the cost, nobody can justify hiring against it, and the team is asked to absorb a little more each peak season. The work that gets dropped is always the same work: the enquiries at the edges of the day, the patient order chasing, the careful, correct handling of a claim. The work, in other words, that a digital worker 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 order tracked, every return and claim handled correctly and consistently, and Priya free to do the human part of her job properly.

# The five jobs a digital worker does best

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



## — WHERE IT EARNS ITS PLACE

# Five jobs, done properly, every time.

**JOB 01****ANSWERED**

## Pre-sales product and stock questions

Specs, compatibility, "will this fit", and live stock at each store, answered on the phone and in chat at every hour. The questions that decide a sale, handled before the customer clicks away to compare.

**JOB 02****TRACKED**

## Order status and delivery enquiries

"Where is my order" is the most common contact a retailer gets and the easiest to answer well. The agent reads the order, gives the real delivery status, and updates the customer without tying up a person.

**JOB 03****LOGGED**

## Returns and exchange intake

It captures the return, asks the right questions, separates a change of mind from a possible fault, and books the process to your policy and the law. It records the request cleanly; it does not rule on the rights.

**JOB 04****TRIAGED**

## Warranty and repair triage and booking

It gathers proof of purchase, the fault description and the model details, books the repair or assessment, and routes anything that needs a decision to your team. Consistent intake, every time, with nothing lost.

**JOB 05****COVERED**

## After-hours and peak-season overflow

The agent answers the calls and chats that arrive after close, on weekends, and during the spikes that define electronics retail: end-of-financial-year, Black Friday, Boxing Day and the Christmas run. No hold queue, no holding message, no buyer lost to the store that picked up. It scales to the surge without extra rostering.

## — WHY THESE FIVE

# High volume, fast decisions, low patience.

The jobs worth handing over share a shape. They happen constantly, they follow rules you already have, and the customer who cannot reach you will not wait. That is precisely the shape an agent handles well, and where a person is wasted.

## \$37.9b

spent across Australian retail in a single month, up 4.9% on the year. Electronics is a fast-moving slice of it where buyers compare and switch in minutes.

ABS, RETAIL TRADE, JUNE 2025

## ~60%

of callers hang up within one minute of being put on hold, and more than nine in ten are gone within five.

NEXTIVA CUSTOMER-PATIENCE STUDY, INTERNATIONAL EVIDENCE

## 28%

of customers walk away from a brand after a single bad experience. The first contact is the one that counts.

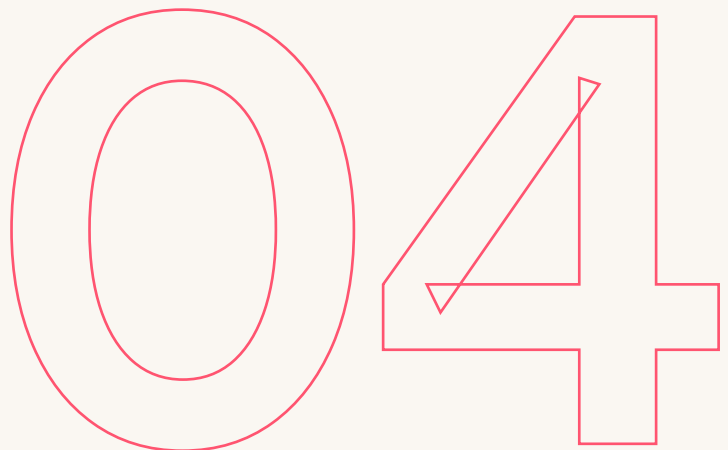
INTERNATIONAL CUSTOMER-EXPERIENCE RESEARCH, 2024

Read those numbers together and the case is straightforward. Demand is not the problem. The problem is the narrow set of moments where a customer tries to reach you and cannot, or reaches you and is handled poorly. Hand those moments to an agent and you keep the sale you were already winning, and the customer you already had.

Sources: Australian Bureau of Statistics (ABS), Retail Trade, Australia, June 2025 (total retail turnover \$37.9 billion seasonally adjusted, up 4.9% year on year; the final edition of this release). Nextiva, customer-patience study (around 60% of callers abandon within one minute, over 90% within five). Customer-experience figures are international evidence; Australian electronics-specific data is limited.

# What an unanswered enquiry really costs

A missed call feels like nothing. A handful of them, every day, through every peak, for a year, 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 three-store retailer, not a quote, and they are stated as lost gross profit rather than sale value, so the picture is honest. Assume an average order value of around \$220 at a 20% gross margin, so roughly \$44 of gross profit on a typical sale. Every retailer's numbers differ. The value of laying them out is that the leaks stop being invisible.

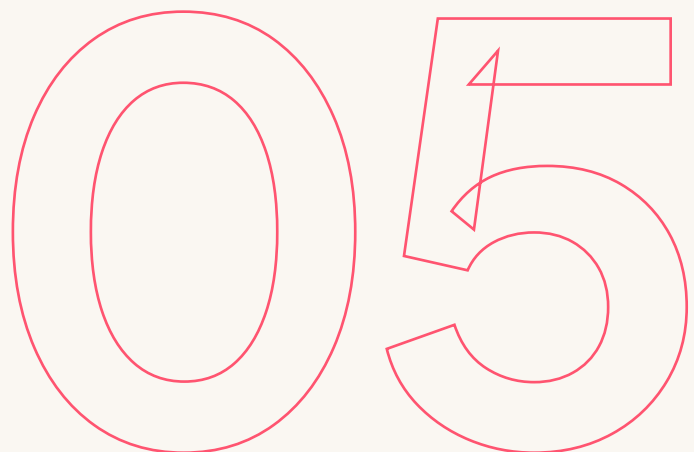
<p><b>Calls that ring out at the peak</b> ~60 a week unanswered in business hours; about 4 in 10 were a customer ready to buy (\$44 gross profit each).</p>	<b>\$1,060</b> /wk
<p><b>After-hours enquiries lost overnight</b> ~30 a week hit a closed line or inbox after close; the motivated ones buy elsewhere before morning.</p>	<b>\$530</b> /wk
<p><b>Web chats abandoned on a slow reply</b> ~30 a week close the window before anyone responds; about 1 in 4 would have converted.</p>	<b>\$330</b> /wk
<p><b>Staff time lost to repeat order chasing</b> ~18 hours a week absorbed by "where is my order" contacts, at a \$35 fully-loaded rate.</p>	<b>\$630</b> /wk
<p><b>The combined leak</b></p>	<b>\$2,550</b> /wk

That is roughly \$122,000 a year leaking quietly through four holes, none of which shows up on an invoice, and the figure swells every peak season. 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 worker addresses all four at once: it answers the calls that ring out, it works after hours, it replies to chat instantly, and it takes the order chasing off your people. Section Eight builds the full model with your own numbers.

Illustrative figures, rounded, for a three-store omnichannel retailer. Conversion and patience assumptions draw on international customer-experience research; replace every input with your own.

# Consumer law, safety and the line you never cross

This is the section that matters most in electronics and the one most guides skip. How a customer's rights are protected, how product safety is handled, and exactly how the agent is kept on the right side of both.



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**A CUSTOMER'S RIGHTS ARE NOT YOURS TO SET**

## The consumer guarantees come first.

In Australia, every product you sell carries automatic consumer guarantees under the Australian Consumer Law (ACL). Goods must be of acceptable quality, fit for purpose and match their description. These rights sit on top of, and cannot be cut down by, any manufacturer's warranty or store policy. Where a product has a major failure, the customer, not the retailer, chooses between a refund and a replacement.<sup>2</sup>

The regulator is watching this sector closely. Improving compliance with consumer guarantees has been an ACCC enforcement priority with a particular focus on consumer electronics, and the numbers explain why: consumer-guarantee reports rose twenty per cent to over thirty-eight thousand in 2025, and electronics and whitegoods was the most-reported sector of all.<sup>2</sup> The penalties are not small. Fitbit was ordered to pay eleven million dollars over misleading customers about their refund and replacement rights, and in June 2025 the refurbished-electronics marketplace Reebelo paid penalties for false representations about consumer guarantee rights.<sup>3</sup>

This is exactly why a digital worker in electronics must never improvise on rights. It does not tell a customer a fault is "out of warranty" and therefore their problem. It does not decide whether a failure is major or minor. What it does is capture the claim cleanly, set an accurate expectation grounded in the consumer guarantees, and route the decision to a person.

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## A store policy can never override a customer's rights under the law. The agent is built so it never tries to.

Done well, this is a strength rather than a constraint. In early 2025 the ACCC swept more than two thousand online retailers looking for returns and refund statements that misled customers about their rights.<sup>3</sup> An agent configured once, correctly, to the consumer guarantees says the same accurate thing to every customer, every time, and leaves a record of it. That is far safer than a busy floor where the answer depends on who picked up.

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**SAFETY, AND THE BOUNDARY ENFORCED**

## How the line is held.

The second half of the line is safety. Lithium-ion batteries in phones, laptops, power banks, e-scooters and power tools are a live risk: the ACCC oversaw around 250 product recalls in 2025, and power-bank recalls in particular are rising, with roughly thirty-four thousand recalled units still in people's homes after fires and serious burns.<sup>4</sup> An agent must never talk a customer through a repair, a battery swap or a workaround on a device that could be unsafe or recalled. It tells them to stop using it and escalates. Here is how both halves of the line are enforced in the way the agent is built.

### THE AGENT WILL

- + Answer pre-sales, stock, order and delivery questions in full

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- + Capture returns and warranty claims to your policy and the law

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- + State a customer's consumer-guarantee rights accurately and consistently

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- + Recognise a possible safety issue or recall, tell the customer to stop using the product, and escalate

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- + Hand over to a person whenever a decision on rights is needed

### THE AGENT WILL NOT

- Deny, downplay or "policy away" a customer's legal rights

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- Rule on whether a fault is a major or minor failure

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- Decide who pays for a repair or whether a refund is owed

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- Give technical or repair advice on a device that could be unsafe

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- Make a judgement that belongs to a person

### HUMAN IN THE LOOP

A person is never removed from the decisions that matter. The agent is a layer in front of routine enquiries and intake, with clear escalation paths to your team and a standing instruction to hand over the moment a conversation reaches a customer's rights or a safety risk. You set the rules; the agent keeps to them; you can see everything it did.

4. ACCC Product Safety: around 250 recalls overseen in 2025 (270 in 2024); power-bank recalls rising, with roughly 34,000 recalled units still with consumers. Lithium-ion battery safety is an ongoing ACCC product-safety priority.

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**GOVERNANCE YOU CAN SHOW**

## Built to be inspected.

Electronics retail runs on records: proof of purchase, serial numbers, repair history, recall notices. A digital worker should add to that record, not subtract from it. Because every call and chat is logged and transcribed, you have a clearer trail of what was promised to a customer than most retailers keep today, when a phone conversation leaves no trace at all.

That record supports the obligations you already carry: your returns and refund statements under the ACL, your handling of customer information under the Privacy Act 1988 (Commonwealth) and the Australian Privacy Principles, and your duties when a product is recalled. The agent tells customers plainly that they are speaking with an automated assistant, collects only what it needs, and holds it within boundaries you control.

Privacy law is also tightening. The Privacy and Other Legislation Amendment Act 2024 introduced a statutory right to sue for serious invasions of privacy and, from 10 December 2026, a requirement to tell people in your privacy policy when decisions affecting them are made by substantially automated means. A retailer using an AI agent should plan for that disclosure now rather than scramble for it later.

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 always escalate a particular kind of claim, or never say a particular thing, that change is made once and applied to every conversation from then on. Consistency becomes a setting rather than a hope. This guide is general information, not legal advice; confirm your own obligations with the appropriate adviser before you go live.

# Under the bonnet

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



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**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 in chat instantly. It tells the customer they are speaking with your automated assistant, and it understands ordinary speech, accents and interruptions.

**PART 03****It reads your systems**

It connects to your point of sale, inventory and order systems through permissioned access, checks live stock by store, reads order status, and lodges returns and repairs straight in. No double entry.

**PART 05****It scales to the peak**

Evenings, weekends and the seasonal surges of electronics retail are covered without extra rostering. It answers the hundredth Black Friday enquiry as calmly as the first.

**PART 02****It follows your rules**

Product range, specifications, pricing, delivery options, returns policy and the consumer guarantees: it works from the rules you set, in plain language, not from guesses.

**PART 04****It escalates cleanly**

When a conversation reaches a ruling on rights, or any sign of a safety risk or recall, it hands over to your team. It never tries to decide a claim or manage a safety issue itself.

**PART 06****It reports back**

Every conversation is logged, transcribed and summarised. You see volumes, outcomes, conversions and anything escalated, and you tune the rules from there.

# Before you switch it on

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

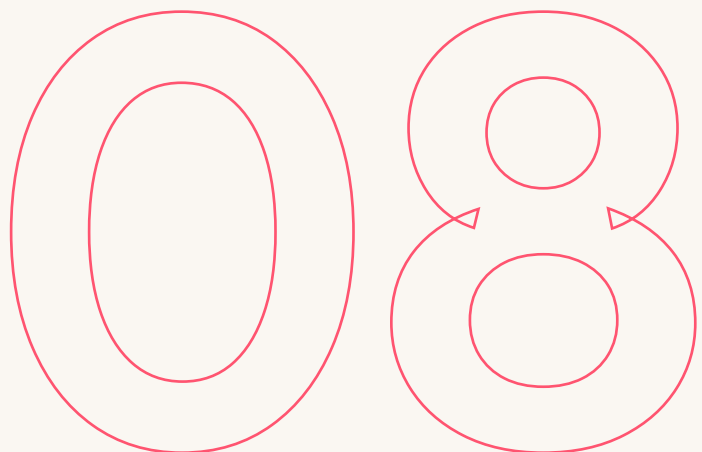
Getting an agent live is fast. The difference between a good launch and a frustrating one is whether you have written down the things your team currently hold in their heads. Work through this list before you go live.

- Your top ten reasons customers contact you, in order
- Your delivery, click-and-collect and lead-time rules
- Plain wording on consumer-guarantee rights, checked against the ACL
- Your safety and recall steps, and the exact escalation words
- Consent wording for collecting customer information
- Live stock and pricing feeds, by store and online
- Your returns policy, separated from the consumer guarantees
- What must always go to a person, and to whom
- Proof-of-purchase and warranty-claim intake requirements
- 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 best salesperson, on their 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 sales 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 figures are illustrative, rounded, and stated in gross profit rather than sale value, so the return on investment (ROI) is honest. Replace every input with your own. The point is that the returns stack, and the first one usually covers the cost by itself.

### THE SCENARIO · A THREE-STORE OMNICHANNEL RETAILER

Takes around 600 customer contacts a week across phone, chat and email, and misses about 90 at the daytime peak and after hours. Around 4 in 10 of those missed contacts were a customer ready to buy. A separate 30 web chats a week are abandoned before a reply. Average order value about \$220 at a 20% gross margin, so roughly \$44 of gross profit on a typical sale.

Where the return comes from	Illustrative annual figure
<b>Captured sales from answered enquiries</b> 90 missed contacts/wk × 40% ready to buy × \$44 gross profit × 48 weeks. The biggest line, and after-hours and peak demand alone often cover the fee.	<b>\$76,000</b>
<b>Recovered web conversions</b> 30 abandoned chats/wk × 25% who would have converted with an instant reply × \$44 × 48 weeks.	<b>\$16,000</b>
<b>Support hours returned</b> About 25 hours/wk no longer spent on repeat order chasing and routine intake, at a \$35 fully-loaded rate × 48 weeks. Capacity, not cash, but real.	<b>\$42,000</b>
<b>Cost of the agent</b> Indicative annual platform cost for a retailer of this size, plus the groundwork time in your first fortnight.	<b>(\$18,000)</b>
<b>Net illustrative return</b> Recovered gross profit and returned hours, less the cost of running it.	<b>\$116,000</b>

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 sales alone, before the returned hours and the steadier compliance 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 retailers 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 sales and support team. The agent takes the repetitive layer, not the people

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- To rip out your point of sale or inventory system. It connects to what you already run

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

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

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- To let it rule on a customer's rights. By design, it never goes there

## YOU DO NEED

- + A clear picture of why customers contact you, and your policies

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- + Your consumer-guarantee wording checked against the law

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- + Agreement on what always goes to a person

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- + One owner inside the business who watches the reports

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

# In practice

Three composite retailers, 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 · SPECIALIST  
RETAIL

## A single-store hi-fi and AV specialist

Considered, high-value sales;  
most enquiries arrive in the  
evening.

## After hours

pre-sales enquiries now answered  
instead of lost overnight

### The evening enquiry, kept.

The store's customers research at night and call with detailed questions when it is closed. The agent now answers, talks through specifications and compatibility from the store's own product notes, holds the item, and books a demonstration, so the owner wakes to qualified buyers rather than a silent message bank.

Within a fortnight the owner could see how many evening enquiries had been arriving, and quietly never answered, for years.

COMPOSITE · ONLINE ONLY

## An online accessories and components retailer

High chat volume, thin margins,  
brutal seasonal peaks.

0

chats left to time out unanswered,  
day or night

### The chat queue, cleared.

Most contacts were "where is my order" and "will this fit". The agent now reads order status and product compatibility and answers instantly, so abandoned chats fell to nothing and the small team was freed to handle the genuinely tricky cases through the Black Friday and Christmas run.

**COMPOSITE · MULTI-SITE  
GROUP****A three-store  
electronics and  
appliance group**

Returns and warranty claims  
handled differently at each  
store.

**3→1**

stores, one consistent and  
compliant way of handling every  
claim

**One correct answer, everywhere.**

Across three stores, a customer's consumer-guarantee rights were explained differently depending on who answered. The agent gave the group a single, accurate front desk: it captures every return and warranty claim the same way, states the guarantee position correctly, and routes any ruling to a trained person.

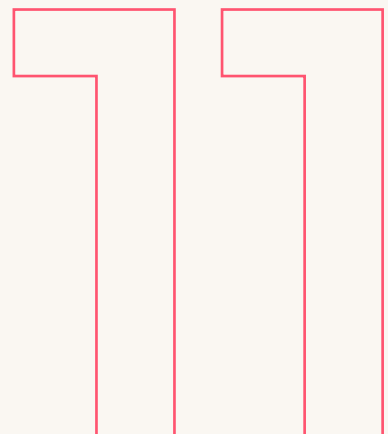
The owners gained something they had never had: one view of every claim across the group, and confidence that no customer was being told the wrong thing about their rights.

**A NOTE ON THESE EXAMPLES**

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

# Questions retailers ask

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



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**FREQUENTLY ASKED**

## The honest answers.

### **Will customers know they are talking to an AI?**

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

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### **Will it tell a customer they are not entitled to a refund?**

No. It never rules on a customer's rights. It captures the claim, states the consumer-guarantee position accurately, and routes any decision on a refund or replacement to a trained person. That boundary is the whole point of Section Five.

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### **Can it give technical or repair advice?**

It answers product and setup questions from your own notes, but it never walks a customer through a repair on a device that could be unsafe, such as anything with a swollen or damaged lithium-ion battery. On any safety concern it tells them to stop using the product and escalates.

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### **Does it work with our point of sale and inventory?**

It connects to common retail systems through permissioned access, reading live stock and order status and lodging returns and repairs. We confirm compatibility with your specific systems before you commit to anything.

### **Will it replace our staff?**

No. It takes the repetitive, interruptive layer of the work so your team can focus on the considered sale and the customer who needs a person. Retailers generally redeploy their people onto the floor rather than reduce them.

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### **Can it handle our seasonal peaks?**

Yes, and this is often where retailers feel the change first. The agent answers the hundredth enquiry of a Black Friday or Boxing Day surge as calmly as the first, with no extra rostering and no hold queue.

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### **Where does our customer data go?**

It is handled under your privacy policy and the Australian Privacy Principles, collected only as needed, encrypted, and held within boundaries you control, which for Australian retailers typically means Australian data centres. Every interaction is logged.

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### **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.

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### **What if we 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.

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# Your first seven days

A short, concrete path from reading this guide to a live agent answering your customers. 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 contact reasons, your returns and warranty rules, your safety steps and your consumer-guarantee 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 point of sale and order systems in a controlled way, and test it together against real enquiries until it sounds like your business.

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

Start with a single job, often after-hours enquiries or order tracking, 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 after-hours enquiries, the lunchtime peak, or the order chasing that swallows your team, 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.

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# Answer every enquiry. Never get a right wrong.

A digital worker that works your phones, your chat and the administration around returns and repairs, governed by your rules and kept firmly clear of any ruling on a customer's rights. Built for Australian electronics retailers.

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## TALK TO US

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

## ABOUT THIS GUIDE

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