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# The Exporter's Guide to Agntic AI

From enquiries that arrive while you sleep to a digital trade desk that answers every market on the first ring, qualifies the buyer, and knows exactly where the compliance line sits.

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**FOREWORD**

# Your next order is arriving while you sleep.

In 2024–25 Australia exported \$646.6 billion in goods and services, the lifeblood of tens of thousands of businesses.<sup>1</sup> Yet the firms doing the exporting are mostly small. When the Australian Bureau of Statistics (ABS) last counted them in detail, there were 56,274 goods exporters, and almost nine in ten were small or medium businesses.<sup>2</sup> A handful of people, often one or two, carry the phones, the quotes and the paperwork for customers spread across every time zone on earth.

The hardest part of exporting is rarely the product. It is being reachable. A buyer in Hamburg, Chicago or Dubai sends an enquiry at what is, for them, the middle of the working day and, for you, the middle of the night. By the time you read it over breakfast, they have emailed two other suppliers, and the one who answered first is already quoting. Research on sales enquiries has found that firms which respond within an hour are several times more likely to qualify a lead than those that wait even a little longer.<sup>3</sup> For an exporter half a world from the customer, an hour is a luxury you rarely have.

This guide is about a practical answer: an agentic artificial intelligence (AI) voice agent, a digital trade desk, that answers every enquiry in every market, at any hour, qualifies the buyer, gives the facts from your own price list and rules, and hands a complete brief to your team by morning. It is written for the owners and managers of Australian exporting businesses who want to understand what this technology does, what it must never do, and how to use it without putting a foot wrong on trade compliance.

We have tried to be honest throughout. There is a firm line we keep returning to, the line between handling an enquiry and making a binding commitment or a compliance call, and much of this guide is spent making sure the technology stays on the right side of it.

## **Brad Riley**

CEO, Agntic.ai

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1. Department of Foreign Affairs and Trade (DFAT), Australia's trade in goods and services 2024–25 (total goods and services exports \$646.6 billion). 2. ABS, Characteristics of Australian Exporters, 2019–20 (the most recent detailed release: 56,274 goods exporters, of which 88% were small or medium businesses). 3. Harvard Business Review, "The Short Life of Online Sales Leads," 2011 (firms contacting an enquiry within an hour were around seven times more likely to qualify the lead than those that waited longer).

## — WHAT IS INSIDE

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# Agentic AI, in plain language

Before the benefits, the basics. What a digital trade desk 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 buyers.



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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 exporter, the goal is simple to state: answer the enquiry, work out what the buyer needs, give them the facts from your own rules, and capture or complete the next step, the way a capable export coordinator would.

That is why we call it a **digital trade desk** rather than a chatbot. It speaks naturally on the phone and replies to your web form and email, it listens, it asks the questions your team would ask, country, product, volume, timeline, and then it acts: it qualifies the enquiry, answers from your current price list and terms, and books the human follow-up with a complete brief. When something falls outside its rules, it hands over.

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

The difference matters most across time zones. A chatbot on your website might capture a message for you to read in the morning. A digital trade desk actually answers the buyer in Hamburg at 2am your time, holds a real conversation in the language you have enabled, and leaves a qualified, briefed opportunity in your system by the time you sit down.

None of this replaces your people. It removes the repetitive, round-the-clock work that stops your team from doing the parts of exporting that genuinely need a person: building the relationship, negotiating the deal, and handling the complex or the sensitive.

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**THE ONE RULE**

## What it must never do.

A digital trade desk for an exporter is built around a boundary that matters more here than in most other businesses. It handles the conversation around a deal. It does not, under any circumstances, make the deal or make a compliance call on its own.

That means it does not commit you to a price, a delivery date or contract terms beyond the rules you have set. It does not give customs, tariff or legal advice. And it does not let a transaction move forward where there is any sign it could breach sanctions or export controls. If an enquiry touches any of those, the agent's job is not to decide. Its job is to recognise the situation, capture the detail, and escalate to the right person straight away.

**THE LINE, IN ONE SENTENCE**

**The agent handles enquiries and quotes to your rules. Binding commitments, compliance calls and contracts always belong to a person.** If an enquiry involves a restricted party, a sanctioned destination or a controlled good, the agent is built to stop, flag it, and hand it to your team. It never tries to clear the transaction itself.

This is not a limitation we apologise for. It is the design. An exporter that adopts this technology should be able to say, hand on heart, that no price was committed, no contract was formed and no shipment was cleared 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 across the time zones

The cost of being unreachable does not appear on any report. It shows up as a quiet inbox, a buyer who chose someone else, and a quote that never got followed up. Here is the day as an export desk actually lives it.

02

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**PRIYA'S TUESDAY · A SMALL AUSTRALIAN MANUFACTURER**

# Three markets, one inbox, eight hours awake.

Priya runs export sales single-handed. Nothing here is unusual. That is the point.

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**WHILE AUSTRALIA SLEEPS**

- 
- |         |  |
|---------|--|
| 11:40pm | A German distributor sends a request for quotation (RFQ) and rings the listed number. It goes to voicemail. They email two other suppliers at the same time. |
| 2:15am  | A buyer in the United States fills in the website form, asking about minimum order quantity and lead times. An automatic reply is all that goes back.        |
| 4:30am  | Still no reply, the German distributor accepts a quote from a competitor in another country who answered within the hour.                                    |
- 

**THE AUSTRALIAN WORKING DAY**

- 
- |         |   |
|---------|---|
| 8:30am  | <b>Forty overnight emails.</b> Priya triages the urgent ones and starts on a quote. The United States enquiry waits its turn.                   |
| 10:00am | An existing customer rings chasing a shipment. Priya stops quoting to look it up in the freight portal. Twelve minutes gone.                    |
| 1:00pm  | She finally replies to the United States buyer, eleven hours after they asked. They have already shortlisted two faster suppliers.              |
| 5:30pm  | She leaves. From now, every enquiry from Europe and the Americas, the markets just waking up, meets voicemail and an auto-reply until tomorrow. |
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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 serious enquiry has gone to a competitor, a buyer has been left waiting half a day, and the quotes she meant to follow up have rolled to tomorrow because the phone kept pulling her away.

This is the trap of export sales from a small team. The losses are real but invisible. A buyer who went elsewhere does not send you a note to say so. An RFQ that arrived at 2am is not recorded as a missed opportunity; it is just an email a little further down the list. A quote that never got chased looks like nothing at all.

Because nobody can see the cost, nobody can justify hiring against it, and the team is asked to absorb a little more each year. The work that gets dropped is always the same work: the enquiry that lands overnight, the patient follow-up, the status update for an anxious customer. The work, in other words, that a digital trade 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 Tuesday looks different: every enquiry answered within the hour whatever the time zone, every quote followed up, every status request handled, and Priya free to do the human part of her job properly.

# The five jobs a digital trade desk does best

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



## — WHERE IT EARNS ITS PLACE

# Five jobs, done properly, every time.

**JOB 01****ANSWERED**

## Answering every enquiry, every market

Phone, web form and email picked up on the first ring, at every hour, in the languages you enable. The buyer waking up in Europe or the Americas gets a real answer within the hour, not voicemail and a competitor's quote.

**JOB 02****QUALIFIED**

## Qualifying the buyer

Country, product, volume, intended use and timeline, captured the way your best salesperson would ask. Serious enquiries reach the right person with the detail already gathered, not as a vague one-liner.

**JOB 03****QUOTED**

## Answering to your rules

Product specifications, minimum order quantities (MOQs), lead times and indicative pricing from your current price list, with the International Commercial Terms (Incoterms) you have set. It informs without committing you beyond your rules.

**JOB 04****UPDATED**

## Order and shipment status

The constant "where is my order" questions answered from your own systems, day or night, so your people are no longer pulled off selling to chase a freight portal for a tracking number.

**JOB 05****CAPTURED**

## RFQ and document intake

The agent captures everything a quote needs, specifications, destination, quantity, required certifications and documents, so your team picks up a complete brief rather than starting a back-and-forth across a twelve-hour time gap. Buyer information is collected only with clear consent and stored to your privacy rules.

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**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 slow or wrong costs you orders. That is precisely the shape an agent handles well, and where a person is wasted.

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## \$646.6b

in goods and services exported by Australia in 2024–25. The demand is there; the constraint is being reachable when the buyer is.

DFAT, 2024–25

## 88%

of Australian goods exporters are small or medium businesses, the firms least able to staff every time zone by hand.

ABS, CHARACTERISTICS OF AUSTRALIAN EXPORTERS, 2019–20

## ~7x

more likely to qualify an enquiry when a firm responds within an hour rather than waiting longer. Speed decides who wins.

HARVARD BUSINESS REVIEW, 2011

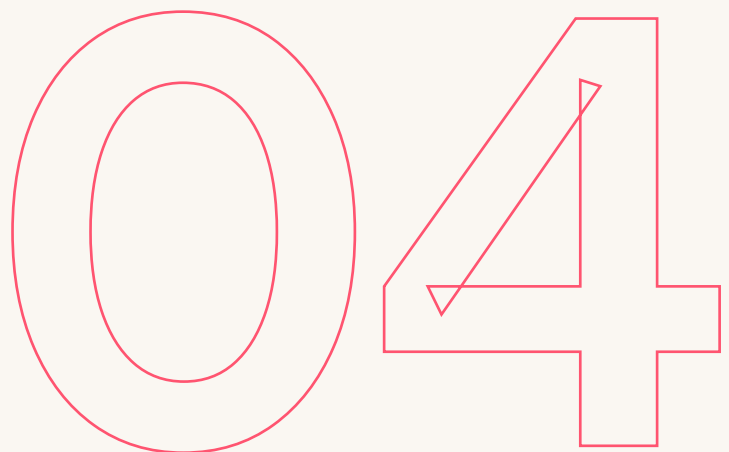
Read those numbers together and the case is straightforward. The market is large and the demand is real. The problem is the narrow set of moments where a buyer reaches out and cannot get a timely answer, usually because it is the middle of the night in Australia. Hand those moments to an agent and you stop handing your enquiries to whoever happened to be awake.

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Sources: DFAT, Australia's trade in goods and services 2024–25. ABS, Characteristics of Australian Exporters, 2019–20 (most recent detailed release; 88% of 56,274 goods exporters were small or medium businesses). Harvard Business Review, "The Short Life of Online Sales Leads," 2011 (analysis of 2.24 million enquiries).

# What an unanswered enquiry really costs

A missed enquiry feels like nothing. A handful of them, every week, 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 small exporter, not a quote. Every business is different. The value of laying them out is that the leaks stop being invisible. Throughout, an order is valued at \$1,200 of margin contribution, deliberately conservative.

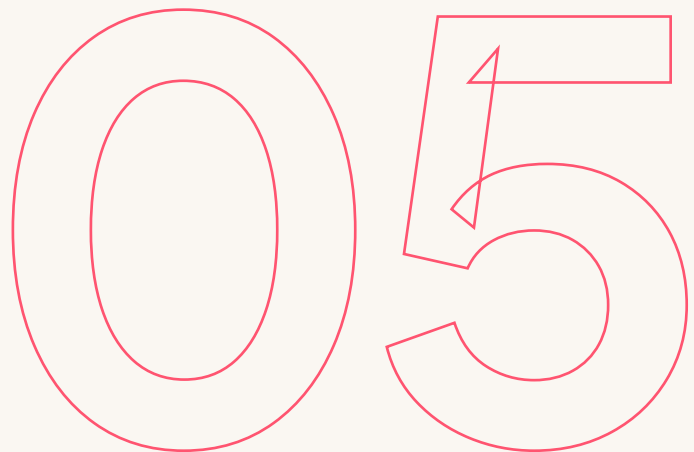
<p><b>After-hours enquiries that go cold</b></p> <p>~15 a week arrive outside Australian hours; about 2 were genuine orders lost to a supplier who answered first (\$1,200 each).</p>	<b>\$2,400</b> /wk
<p><b>Daytime enquiries that ring out</b></p> <p>Calls and forms missed while the one-person desk is mid-quote or on freight; ~1 order a week slips away.</p>	<b>\$1,200</b> /wk
<p><b>Quotes never followed up</b></p> <p>Quotes that go out but are never chased because the day ran out; ~1 winnable order a week left on the table.</p>	<b>\$1,200</b> /wk
<p><b>Lapsed buyers not re-engaged</b></p> <p>Past customers due for a re-order who are never prompted; a steady, quiet trickle out the door.</p>	<b>\$600</b> /wk
<p><b>The combined leak</b></p>	<b>\$5,400</b> /wk

That is roughly \$260,000 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 trade desk addresses all four at once: it answers the after-hours enquiries, it picks up the calls that ring out, it follows up every quote, and it re-engages lapsed buyers. Section Eight builds the full model with your own numbers.

Illustrative figures for a small exporter. Order value shown as margin contribution, not revenue, and rounded. Replace with your own enquiry volumes and order values.

# Compliance and the line you never cross

This is the section that matters most for an exporter and the one most guides skip. Sanctions and export controls, customs and tariffs, the privacy of buyer data, and exactly how the agent is kept on the right side of every one of them.



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**THE COMPLIANCE PERIMETER**

## Some deals you must not do.

Exporting carries obligations that selling at home does not. Australian sanctions laws restrict dealings with certain countries, entities and people, and they apply both inside Australia and to Australian businesses operating overseas. The Australian Sanctions Office (ASO), within the Department of Foreign Affairs and Trade (DFAT), is the regulator, and breaches are serious criminal offences.<sup>4</sup>

Beyond sanctions, the export of certain goods is controlled outright. Prohibitions and permit requirements arise under the Customs (Prohibited Exports) Regulations 1958 and, for defence and dual-use items, the Defence Trade Controls Act 2012. That regime was tightened in 2025: new criminal offences for supplying controlled technology without a permit commenced on 1 March 2025. If you make anything that could have a military or dual-use application, this is not a box to tick lightly.<sup>5</sup>

Then there is the everyday machinery of trade: tariff classification, rules of origin, and the duties a buyer will pay. Australia has 19 free trade agreements in force covering 31 economies, and the preferential tariffs they offer depend on a good meeting the agreement's rules of origin.<sup>6</sup> These are real questions with real consequences, and they are for your customs broker and your team, not for an automated assistant to answer off the cuff.

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## An agent should make you faster to answer, never faster to breach.

This is why a digital trade desk is built to inform, qualify and capture, then stop. It can tell a buyer your published lead time and indicative price. It does not classify goods for customs, advise on duty, or decide whether a deal is permitted. Where an enquiry touches a restricted party, a sanctioned destination or a controlled good, it is built to flag and escalate, so a person makes the call your business is accountable for.

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4. Australian Sanctions Office (ASO), DFAT; Autonomous Sanctions Act 2011 (Cth) and Autonomous Sanctions Regulations 2011 (Cth). 5. Customs (Prohibited Exports) Regulations 1958 (Cth); Defence Trade Controls Act 2012 (Cth), with new offences commencing 1 March 2025. 6. DFAT, free trade agreements in force (19 agreements covering 31 economies as at 2025).

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**THE BOUNDARY, ENFORCED**

# How the line is held.

Section One set the rule: the agent handles enquiries, never commitments or compliance calls. This is how that rule is enforced in the way the agent is actually built.

**THE AGENT WILL**

- + Answer enquiries and quote from your current price list and rules

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- + Capture the RFQ, the specifications and the documents a quote needs

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- + Screen each enquiry against your restricted-party and destination rules

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- + Stop and escalate anything touching sanctions, controlled goods or a binding term

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- + Hand over to a person whenever a buyer asks, or the conversation leaves its rules

**THE AGENT WILL NOT**

- Commit you to a price, a delivery date or contract terms beyond your rules

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- Classify goods, advise on tariffs, duty or rules of origin

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- Clear a deal that may breach sanctions or export controls

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- Decide a question that belongs to your team or your customs broker

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- Collect or move buyer data outside the boundaries you set

**HUMAN IN THE LOOP**

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

## BUYER DATA AND GOVERNANCE

## Built to be inspected.

Your buyers' information is protected too. Personal information you collect, names, contacts and the details of an enquiry, is governed by the Privacy Act 1988 and the thirteen Australian Privacy Principles (APPs). A recent overhaul of that Act adds, from 10 December 2026, a requirement to tell people in your privacy policy when decisions affecting them are made by substantially automated means. An exporter using an AI agent should plan for that disclosure now rather than scramble for it later.<sup>7</sup>

A digital trade desk has to be built to that standard, not retrofitted to it. The agent tells buyers plainly that they are speaking with an automated assistant. Information is collected only for the enquiry at hand, with consent, and held within boundaries you control, encrypted in transit and at rest. It connects to your customer relationship management (CRM), order and freight systems through controlled, permissioned access: it sees and writes only what you allow, and nothing beyond that.

Because every interaction is logged, transcribed and summarised, you have a clearer record of your front line than most exporters keep today, when a missed call or an overnight enquiry leaves no trace at all. You can listen back, read transcripts, and adjust the agent's rules in plain language. Decide it should never quote a particular market, or always escalate a particular kind of enquiry, and that change applies to every conversation from then on.

This guide is general information, not legal, customs or trade-compliance advice. Before you go live, your sanctions screening, export-control obligations and privacy practices should be confirmed with the appropriate adviser. What the technology gives you is a trade desk that is easier to govern, not harder.

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7. Privacy Act 1988 (Cth) and the Australian Privacy Principles; Office of the Australian Information Commissioner (OAIC). Automated-decision transparency requirement: Privacy and Other Legislation Amendment Act 2024 (Cth), commencing 10 December 2026.

# Under the bonnet

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



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**HOW IT WORKS**

# Six parts, one conversation.

**PART 01****It answers in any market**

By voice on the phone and in writing on your web form and email, on the first ring, at any hour, in the languages you enable. It tells the buyer they are speaking with your automated assistant.

**PART 03****It screens before it acts**

It checks each enquiry against your compliance rules, restricted parties, sanctioned destinations, controlled goods, and stops anything that needs a human compliance check.

**PART 05****It escalates cleanly**

Any binding commitment, any compliance flag, anything outside its rules goes to your team with the full context attached. It never tries to close the deal itself.

**PART 02****It works to your rules**

Products, price lists, MOQs, lead times, Incoterms and the markets you do and do not sell to: it works from the rules you set in plain language, not from guesses.

**PART 04****It writes to your systems**

It connects to your CRM, order and freight software through permissioned access, logs the enquiry and the brief, and reads live status so it can answer "where is my order".

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

Every enquiry is logged, transcribed and summarised. You see volumes by market, response times, what converted and anything escalated, and you tune the rules from there.

# Before you switch it on

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

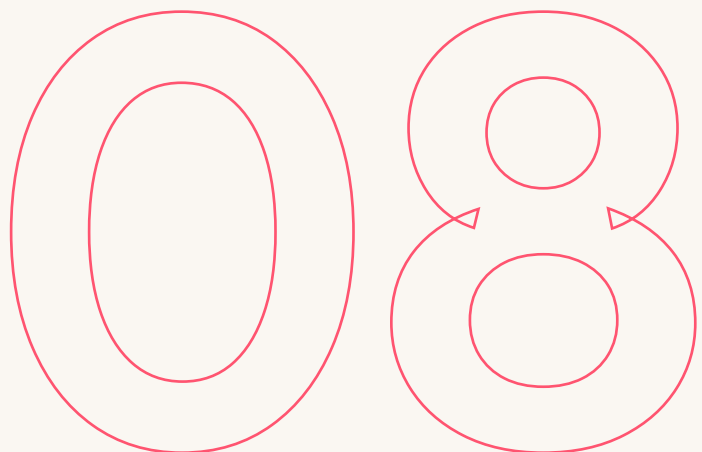
Getting an agent live is fast. The difference between a good launch and a frustrating one is whether you have written down the things your export desk currently holds in its head. Work through this list before you go live.

- Your top ten enquiry types, in order
- The markets and countries you sell to, and those you do not
- What counts as a binding commitment, and who alone may make it
- Which goods, if any, are export-controlled or need a permit
- Consent wording for collecting buyer information
- Your current price list, MOQs and lead times, written down
- Your Incoterms and standard shipping terms by market
- Your sanctions and restricted-party screening rules, and escalation path
- Your CRM, order and freight systems and how the agent connects
- 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 trades, which is the whole point: it should sound and behave like your firm, 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 after-hours 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. Return on investment (ROI) is shown over 48 trading weeks, with an order valued at \$1,200 of margin contribution.

### THE SCENARIO · A SMALL AUSTRALIAN EXPORTER

Takes roughly 50 inbound enquiries a week across phone, web form and email, of which about 15 arrive outside Australian business hours. Around 4 in 10 are genuine buying enquiries. Today, a meaningful share of the overnight ones go cold before anyone replies.

Where the return comes from	Illustrative annual figure
<b>Captured after-hours enquiries</b> Answering overnight enquiries within the hour recovers ~2 orders/wk that would have gone to a faster supplier × \$1,200 × 48 weeks. The biggest line, and it alone covers the fee.	<b>\$115,000</b>
<b>Higher win rate from instant follow-up</b> Consistent same-hour responses and quote follow-up lift conversion enough to recover ~1 order/wk × \$1,200 × 48 weeks.	<b>\$58,000</b>
<b>Hours returned to the desk</b> About 10 hours/wk no longer spent on status-chasing and repeat enquiries, at a \$45 fully-loaded rate × 48 weeks. Capacity, not cash, but real.	<b>\$22,000</b>
<b>Cost of the agent</b> Indicative annual platform cost for an exporter of this size, plus the groundwork time in your first fortnight.	<b>(\$14,000)</b>
<b>Net illustrative return</b> Recovered orders and returned hours, less the cost of running it.	<b>\$181,000</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 enquiries alone, before the returned hours and the better buyer 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 exporters 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 export team. The agent takes the repetitive first-response layer, not the people

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- To speak every buyer's language yourself. The agent handles the languages you enable

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- To rebuild your systems. It connects to the CRM, order and freight tools you already run

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

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- To let it make commitments or compliance calls. By design, it never does

## YOU DO NEED

- + Your price list, MOQs, lead times and terms written down

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- + Clear rules on the markets you will and will not sell to

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- + Your sanctions and restricted-party screening and escalation agreed

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

# In practice

Three composite exporters, 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 · FOOD AND  
BEVERAGE**

## A specialty food exporter

Buyers across Asia and the Middle East; most enquiries arrive overnight.

# 1 hr

first response now, in any market, at any hour

## The overnight enquiry, kept.

The firm's best enquiries landed while Australia slept, from distributors comparing three or four suppliers at once. By morning the deal was usually decided. The agent now answers within the hour whatever the time zone, gives the published lead time and indicative price, and captures the RFQ.

Within the first fortnight the team noticed they were being shortlisted again, because for the first time they were answering as fast as suppliers in the buyer's own hemisphere.

**COMPOSITE ·  
MANUFACTURING**

## An industrial components maker

Complex RFQs; one-person export desk; long quote turnarounds.

# Same hour

RFQs acknowledged and briefed, not left for days

## A complete brief, not a vague enquiry.

RFQs arrived as one-line emails that triggered days of back-and-forth across a twelve-hour gap before a quote could even start. The agent now gathers the specifications, quantity, destination and required certifications up front, so the engineer opens a complete brief and quotes in one pass.

COMPOSITE ·  
MULTI-MARKET

## A wine and beverage exporter

Selling into a dozen countries,  
with markets it deliberately  
avoids.

0

enquiries to voicemail overnight,  
and none cleared without  
screening

## One front desk, every market screened.

Enquiries came from everywhere, including places the business does not ship to and parties it must screen. The agent gives a single, consistent front desk: it answers every market in the buyer's language, applies the same terms everywhere, and screens each enquiry against the firm's destination and restricted-party rules.

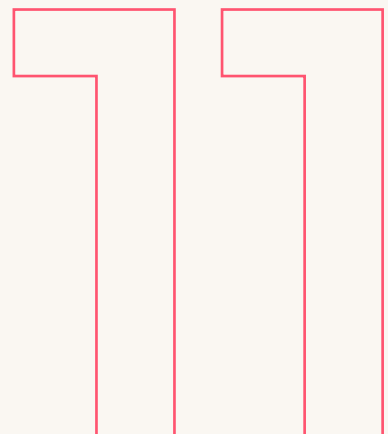
Anything flagged stops and goes to a person. The owner could finally see, in one place, every enquiry that came in, what happened to it, and why anything sensitive was held back.

### A NOTE ON THESE EXAMPLES

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

# Questions exporters ask

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



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**FREQUENTLY ASKED**

# The honest answers.

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

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

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## **Can it commit us to a price or a delivery date?**

No. It gives indicative pricing and lead times from your own rules, and books a person for anything binding. No price, contract or delivery commitment is ever formed by the agent.

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## **Can it give customs or tariff advice?**

No. It does not classify goods, advise on duty, or rule on origin. Those questions go to your team or your customs broker. The agent's job is to answer the enquiry and capture the detail, not to make the compliance call.

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## **How does it handle sanctions and restricted parties?**

It screens every enquiry against the rules you set, and stops and escalates anything that touches a sanctioned destination, a restricted party or a controlled good. The compliance decision always stays with a person.

### **Can it handle other languages?**

Yes, the ones you enable. It can answer a buyer in their own language, hold the conversation, and pass a clean brief to your team in English. You decide which markets and languages it covers.

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### **Does it work with our CRM and freight systems?**

It connects to common customer relationship management, order and freight systems through permissioned access, reading live status and writing the enquiry and brief. We confirm compatibility with your specific systems before you commit to anything.

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

It is handled under your privacy policy and the Australian Privacy Principles, encrypted, and held within boundaries you control. Every interaction is logged, so you always know what was said and what was done with it.

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### **Will it replace our sales team?**

No. It takes the repetitive, round-the-clock first-response layer so your people can focus on building relationships and closing deals. Exporters generally redeploy their people rather than reduce them.

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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 trades. After that, configuration and testing are quick.

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# Your first seven days

A short, concrete path from reading this guide to a live agent answering your markets. 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 price list, terms, the markets you sell to, your screening rules and your escalation points. This is the real work.

**DAYS 3-5****Configure and test**

We set the agent up to match your rules, connect it to your systems in a controlled way, and test it together against real enquiries and a few compliance edge cases until it sounds like your firm.

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

Start with a single job, usually after-hours enquiry capture across time zones, 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 overnight enquiries, the slow RFQ turnaround, or the quotes that never get chased, 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 market. Never cross the line.

A digital trade desk that answers every enquiry in every market, around the clock, qualifies the buyer and quotes to your rules, governed by your terms and kept firmly clear of commitments and compliance calls. Built for Australian exporters.

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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, customs or trade-compliance advice.  
Confirm your obligations with the appropriate adviser.