
The Marketing Agency Guide to **Agentic AI**

From enquiries that go cold while you are heads-down on client work to a digital worker that answers every lead in seconds, qualifies it, books the call, and never promises a result you cannot prove.

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FOREWORD

The work is won at the speed you reply.

A landmark study of more than two thousand companies and one hundred thousand sales enquiries found that firms which made contact within an hour were nearly seven times as likely to qualify the lead as those that waited even an hour longer, and more than sixty times as likely as those that waited a day.¹ For an agency, that is the whole game. The prospect filling in your contact form at nine in the evening is filling in two others at the same time. The one who replies first usually wins the conversation, and often the account.

Yet replying first is the one thing a busy agency is worst at. Your senior people are the ones who field new business, and they are also the ones buried in client delivery, in a pitch, or in a meeting with their phone face down. So the enquiry sits. It is answered in hours, sometimes days, sometimes not at all. By then a faster competitor has booked the call. None of it shows up on a profit and loss statement, which is exactly why it goes unaddressed for years.

This guide is about a specific, practical answer to that problem: an agentic artificial intelligence (AI) voice agent that works your enquiries and the routine client administration around them, so your people can do the parts of the job that actually need a human, the strategy, the craft and the relationships. It is written for agency principals, client-services leads and new-business owners who want to understand what this technology does, what it must never do, and how to put it to work without ever over-promising a result.

We have tried to be honest throughout. There is a clear line we keep coming back to, the line between handling an enquiry and making a promise about outcomes, and a good deal of this guide is spent making sure the technology stays firmly on the right side of it.

Brad Riley

CEO, Agntic.ai

1. Oldroyd JB, McElheran K & Elkington D, "The Short Life of Online Sales Leads," Harvard Business Review, 2011. The study analysed responses from 2,241 companies to more than 100,000 web-generated enquiries.

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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 for an agency to use in front of prospects and clients.



THE IDEA

A worker, not a chatbot.

You have used generative AI already, and you have almost certainly built work around it. You type a prompt, 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 agency, the goal is usually simple to state: answer the enquiry the moment it lands, understand what the prospect needs, qualify it against your criteria, and book the call, the same way your best client-services person would on their sharpest day.

That is why we call it a **digital worker** rather than a chatbot. It speaks naturally on the phone, it listens, it asks the follow-up questions your team would ask, and then it acts: it logs the lead in your customer relationship management (CRM) system, books the discovery call in the right person's calendar, confirms it, and sends the reminder. When something falls outside its rules, it hands over to a human.

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

The difference matters most at the edges of the day, which is exactly when agency enquiries arrive. A form on your website might capture a name overnight. A digital lead concierge actually picks up at 7am, at lunchtime and at 9pm, holds a real conversation, qualifies the prospect, and leaves a booked call in the diary by morning.

None of this replaces your team. It removes the repetitive, interruptive work that stops your people from doing the parts of the job that genuinely need them: the thinking, the craft, the pitch and the relationship.

THE ONE RULE

What it must never do.

A digital worker in an agency is built around a boundary that defines the whole business: trust. It handles the enquiry and the administration around the work. It does not, under any circumstances, make a promise about the work itself.

That means it does not guarantee a result, it does not predict the leads or the rankings or the return a campaign will deliver, it does not commit to a price it is not authorised to commit to, and it does not speak for your strategy or your creative. If a prospect asks what results they can expect, the agent's job is not to invent a figure. Its job is to capture the question, share only what is documented and true, and book the person who can answer it properly.

THE LINE, IN ONE SENTENCE

The agent handles the enquiry. Any promise about outcomes or price belongs to a person who can stand behind it. Australian law treats a claim made to win business as the agency's claim, whoever or whatever made it. So the agent is built to state only what is substantiated, and to route anything about results, scope or pricing to your team. Section Five sets out exactly how that line is enforced.

This is not a limitation we apologise for. It is the design. An agency that adopts this technology should be able to say, hand on heart, that no prospect was ever sold a result by a machine. Everything in the rest of this guide is built on top of that promise.

A week in new business

The cost of a slow reply does not appear on any report. It shows up as a pipeline that never quite fills, a competitor who got there first, and a prospect who quietly went elsewhere. Here is the week as your client-services team actually lives it.



— NINA'S TUESDAY · A FOURTEEN-PERSON DIGITAL AGENCY

The lead that went cold by lunch.

Nina leads client services and fields new business. Nothing here is unusual. That is the point.

MORNING

8:10 **The overnight enquiry.** A form came in at 9:40pm: a retail brand wanting paid social and a new website. Nina sees it between two delivery calls and means to reply after standup.

9:30 A new prospect rings while the whole team is in a client workshop. It goes to voicemail. They do not leave a message. They had already called two other agencies.

11:15 **Back to the form.** Nina finally replies to the retail brand. The founder has already booked a call with a competitor who answered last night within the hour.

12:40 A referral emails asking for pricing and availability. It sits unread under forty-one other emails through the lunchtime crush.

AFTERNOON

2:00 **The warm one.** A prospect from last week asked Nina to "send something through." She meant to chase today. The proposal is half written and the tab is now buried.

4:30 Tomorrow's discovery call has not been confirmed. Nina hopes they remember.

6:15 Laptops close. From now until 8am, every enquiry hits a form or a recording. The motivated ones are choosing an agency tonight, and it will not be this one.

THE INVISIBLE COST

None of it was anyone's fault.

Nina is good at her job. The agency is well run, and the work is excellent. And yet by the end of the day a promising lead has gone to a competitor, a referral is unanswered, a warm proposal has stalled, and tomorrow's call is unconfirmed.

This is the trap of new-business work in a delivery-led agency. The losses are real but invisible. A slow reply is not recorded as a loss; it is simply an enquiry that quietly chose someone else. An unconfirmed call is not a no-show until the chair is empty. A warm lead with no follow-up does not complain; it just cools.

Because nobody can see the cost, nobody can justify a dedicated new-business hire against it, and the senior team is asked to absorb a little more each year. The work that gets dropped is always the same work: the after-hours enquiry, the gentle follow-up, the proposal chase. 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 Tuesday looks different: every enquiry answered in seconds, every warm lead chased, every call confirmed, and Nina free to do the part of her job that wins the pitch.

The five jobs a digital lead concierge does best

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



— WHERE IT EARNS ITS PLACE

Five jobs, done properly, every time.

JOB 01**ANSWERED**

Answering and qualifying every enquiry

Every call, form and message answered in seconds, at every hour, then qualified against your own criteria: budget, scope, sector fit and timeline. The prospect feels heard immediately, and your team sees only leads worth their time.

JOB 02**BOOKED**

Booking the discovery call

The agent offers real times from the right person's live calendar, books the intro or discovery call, and writes it straight into your CRM. It confirms the meeting and sends the reminder, so fewer calls quietly fall over.

JOB 03**FOLLOWED UP**

Nurturing and following up warm leads

The enquiry that did not book first time, the proposal awaiting a nudge, the prospect who asked you to "send something through." The patient, repetitive follow-up that always gets dropped first, done without fail and within your rules on consent.

JOB 04**HANDLED**

Routine client and account enquiries

Existing clients asking about timelines, scope, invoices or status, answered from your own information, day or night, with anything sensitive or strategic passed straight to the account lead.

JOB 05**CAPTURED**

New-client intake and briefing

The agent welcomes a qualified prospect, captures the brief, the goals, the budget band and the deadline before the first call, and guides them through your intake questions. The discovery call starts productive, with the groundwork already done, so your senior people spend their time on insight rather than admin.

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

21x

more likely to qualify a lead when you respond within five minutes rather than thirty, and a hundred times more likely to reach them at all.

HARVARD BUSINESS REVIEW, 2011

60x

more likely to qualify a lead by reaching the prospect within an hour than after a day of silence.

HARVARD BUSINESS REVIEW, 2011

9,500+

advertising agencies operate in Australia, before counting digital and specialist shops, so the prospect comparing you almost always has options.

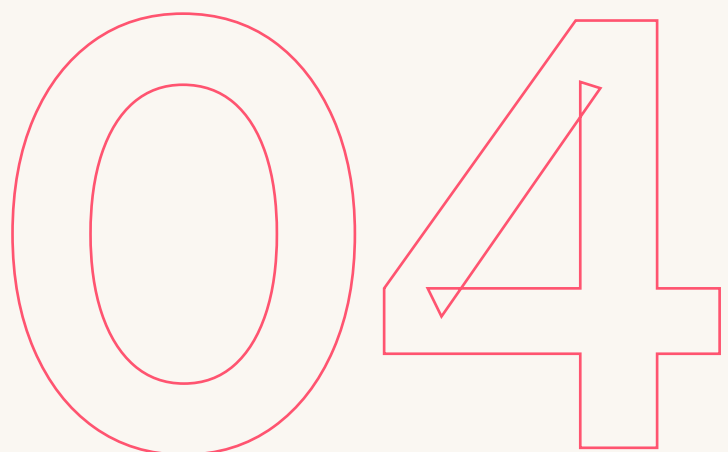
IBISWORLD, 2025

Read those numbers together and the case is straightforward. The market is crowded and the prospect is shopping. The single thing most in your control is how fast and how consistently you respond, and industry research finds the first agency to reply wins the bulk of the work. Hand the response to an agent and you stop losing accounts to nothing more than a slow reply.

Sources: Oldroyd JB et al., "The Short Life of Online Sales Leads," Harvard Business Review, 2011. IBISWorld, Advertising Agencies in Australia, 2025 (9,512 businesses); the Digital Advertising Agencies industry adds a further 8,373. The "first responder" finding is widely cited industry research (for example Lead Connect), not a peer-reviewed figure.

What a slow reply really costs

A single late reply feels like nothing. A handful of them, every week, for a year, is a different story. Here are the four quiet leaks in your pipeline, and what they add up to.



— THE LEAKS LEDGER

Four leaks, one total.

The weekly figures below are illustrative drivers for a fourteen-person agency, not a quote. Each lost enquiry is valued conservatively at the expected pipeline it represents. Every agency's numbers differ. The value of laying them out is that the leaks stop being invisible.

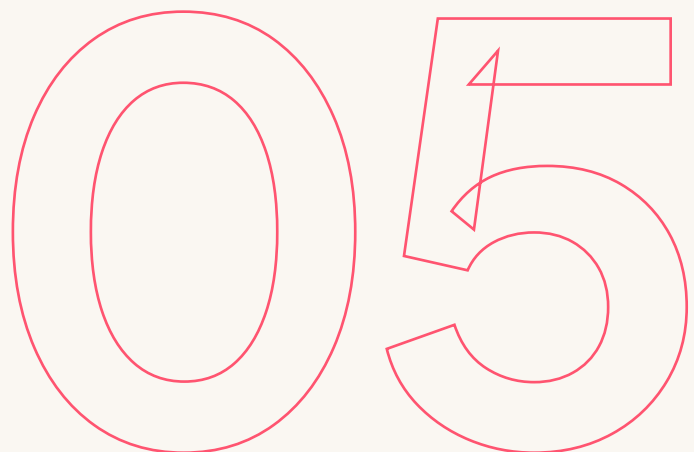
Enquiries that go cold before a reply ~2 a week where a competitor answers first; valued at ~\$700 of expected pipeline each.	\$1,400 /wk
After-hours and weekend enquiries lost ~2 a week arrive when no one is watching and are gone by Monday, at ~\$700 each.	\$1,400 /wk
Warm leads with no follow-up ~3 a week that did not book first time and were never chased, at ~\$400 each.	\$1,200 /wk
Discovery calls missed for want of a reminder ~2 a week of booked calls that fall over with no confirmation, at ~\$300 each.	\$600 /wk
The combined leak	\$4,600 /wk

That is roughly \$221,000 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 lead concierge addresses all four at once: it answers the enquiries that go cold, it works after hours, it chases every warm lead, and it confirms every call. Section Eight builds the full model with your own numbers.

Expected pipeline per enquiry is set deliberately low, well under a tenth of an average new-client value, to keep the model conservative.
 Response-speed effect: Oldroyd JB et al., Harvard Business Review, 2011.

Claims, consent and the line you never cross

This is the section that matters most for an agency and the one most guides skip. How the law treats a claim made to win business, how lead data and outbound contact are governed, and exactly how the agent is kept on the right side of the line.



A CLAIM IS A CLAIM, WHOEVER MADE IT

The Australian Consumer Law line.

In Australia, what you say to win a client is governed by the Australian Consumer Law (ACL), enforced by the Australian Competition and Consumer Commission (ACCC). It prohibits misleading or deceptive conduct, and false or misleading representations about a service. Two points make this sharper than most agencies assume. First, you do not need to intend to mislead; an honest mistake can still breach the law. Second, the consequences have grown: from late March 2026 the maximum penalty for a body corporate rose to the greater of \$100 million, three times the benefit gained, or 30% of turnover during the breach.²

For an agency, the risk lives in exactly the moments a digital worker is built to handle: the first reply to a prospect. A promised ranking, a guaranteed number of leads, a predicted return, a "we will double your sales," a price stated as a commitment when it was only a guess. Said by a person or generated by a machine, it is the agency's representation, and the agency wears it.

That is why a digital lead concierge has to be built to this standard, not retrofitted to it. The agent states only what is documented and substantiated: your services, your process, your published case results with their context, your standard rate cards where you have them. Anything that ventures into a promise about outcomes, bespoke scope or negotiated price is captured as a question and routed to the person who can answer it accountably.

The fastest reply in the world is worthless if it makes a promise you cannot prove.

The ACCC has signalled the direction of travel, running broad sweeps of online claims and pricing and pursuing misleading representations across sectors. An agent that is incapable of inventing a result is, in this light, not just safer for the client. It is safer for you.

2. Australian Consumer Law, Competition and Consumer Act 2010 (Cth), sections 18 and 29; ACCC, "False or misleading claims." Penalty increase: Treasury Laws Amendment (Doubling Penalties for ACCC Enforcement) Act 2026, in force from late March 2026.

THE BOUNDARY, ENFORCED

How the line is held.

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

THE AGENT WILL

- + Answer, qualify and book against the criteria you set

- + Describe your services, process and published results, in context

- + State standard pricing only where you have authorised it

- + Disclose plainly that it is an automated assistant

- + Hand over the moment a prospect wants a person, or asks about results, scope or a custom price

THE AGENT WILL NOT

- Guarantee a result, a ranking, a lead volume or a return

- Predict what a campaign will achieve

- Commit to a price it is not authorised to commit to

- Speak for your strategy or your creative judgement

- Make any claim that is not documented and substantiated

HUMAN IN THE LOOP

A person is never removed from the relationship. The agent is a layer in front of routine enquiry handling, with clear escalation paths to your team and a standing instruction to hand over the moment a conversation needs judgement, a promise or a negotiation. You set the rules; the agent keeps to them; you can see everything it said.

LEAD DATA IS PERSONAL INFORMATION

Consent, privacy and the audit trail.

The details a prospect gives you are personal information, governed by the Privacy Act 1988 (Commonwealth) and the Australian Privacy Principles (APPs). They must be collected for a clear purpose, with the prospect's knowledge, and handled to a standard you can show. That framework has just been strengthened: from 10 December 2026, organisations must disclose in their privacy policy where decisions that significantly affect someone are made by substantially automated means. An agency using an AI agent should plan for that disclosure now rather than scramble for it later.³

Outbound follow-up carries its own rules, regulated by the Australian Communications and Media Authority (ACMA). Under the Spam Act 2003 and the Do Not Call Register Act 2006, you generally need consent before you call or message a prospect, telemarketing consent can go stale after three months, and unsubscribe requests must be honoured within five business days. The agent's follow-up is built to respect the consent you actually hold, not to chase everyone who ever filled in a form.

Inside those boundaries, the agent makes governance easier, not harder. Every interaction is logged, transcribed and summarised, so you have a clearer record of your front-of-house than most agencies keep today, when a missed call leaves no trace at all. Data stays within boundaries you control, encrypted in transit and at rest, with access limited to the people who need it.

This guide is general information, not legal advice. Before you go live, confirm your own privacy, consent and advertising obligations with the appropriate adviser. What the technology gives you is a new-business front desk that is easier to govern, and easier to prove you governed.

3. Privacy Act 1988 (Cth) and the Australian Privacy Principles; automated-decision transparency (APP 1.7) introduced by the Privacy and Other Legislation Amendment Act 2024 (Cth), commencing 10 December 2026. Outbound rules: Spam Act 2003 (Cth) and Do Not Call Register Act 2006 (Cth), regulated by the ACMA; consent guidance, ACMA, 2024.

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.



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 or the instant a form lands, and tells the prospect they are speaking with your agency's automated assistant. It understands ordinary speech, accents and interruptions.

PART 03**It writes to your systems**

It connects to your CRM and calendars through permissioned access, books the discovery call against real availability, and logs the lead and the transcript. No double entry, nothing lost in an inbox.

PART 05**It works after hours**

The 9pm form fill and the weekend enquiry are answered, qualified and booked while your team sleeps. The pipeline that greets you in the morning is already moving.

PART 02**It qualifies to your rules**

Budget band, scope, sector fit, timeline: it asks the questions your best client-services person would ask, scores the lead against the criteria you set, and knows what it may and may not say.

PART 04**It escalates cleanly**

The moment a conversation turns to results, custom scope, price negotiation or a complaint, it hands to the right person. It never improvises a promise to keep the conversation going.

PART 06**It reports back**

Every enquiry is logged and summarised. You see where leads come from, what converts, what was escalated and why, and you tune the rules from there.

Before you switch it on

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

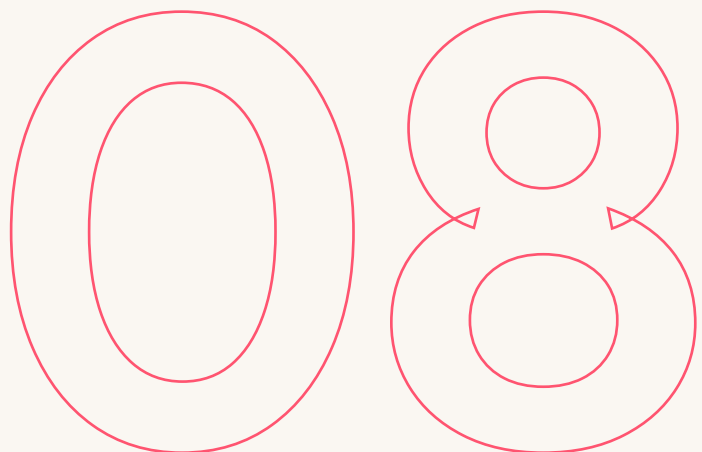
Getting an agent live is fast. The difference between a good launch and a frustrating one is whether you have written down the things your client-services team currently hold in their heads. Work through this list before you go live.

- Where your enquiries come from, and the top reasons prospects call
- Who takes which call, and how the calendar is shared
- Your substantiated proof points and published results, with context
- Consent wording and rules for following up a lead
- Your privacy policy and automated-decision disclosure
- Your qualifying criteria: budget band, scope, sector fit, timeline
- What the agent may state, and what must always go to a person
- Standard pricing the agent is authorised to share, if any
- Reminder and confirmation wording for booked calls
- 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 agency already runs, which is the whole point: it should sound and behave like your team, 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 a handful of recovered accounts 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 and rounded; replace them with your own. The point is that the returns stack, and recovering even a few accounts a year covers the cost many times over.

THE SCENARIO · A FOURTEEN-PERSON DIGITAL AGENCY

Receives about 10 genuine new-business enquiries a week. Today the senior team is heads-down on delivery, so many enquiries wait hours or until Monday, and the after-hours ones are often gone. Average first-year value of a won client, conservatively, \$24,000, a modest \$2,000-a-month retainer.

Where the return comes from	Illustrative annual figure
Won work from instant response Recovering ~5 clients a year that today go cold or to a faster competitor. 5 x \$24,000. The biggest line, and after-hours enquiries alone often cover the fee.	\$120,000
Warm leads nurtured to a call Reliable follow-up on enquiries that do not book first time recovers ~2 more clients a year. 2 x \$24,000.	\$48,000
Billable hours returned About 5 hours/wk of senior time no longer spent fielding and chasing enquiries, redirected to billable work at a \$120 charge-out rate x 48 weeks.	\$29,000
Cost of the agent Indicative annual platform cost for an agency of this size, plus the groundwork time in your first fortnight.	(\$14,000)
Net illustrative return Recovered new-business revenue and returned hours, less the cost of running it.	\$183,000

Read it conservatively and the case still holds. Halve every assumption and the model clears the cost of the agent several times over, on recovered accounts alone, before the returned hours and the sharper prospect 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 agencies 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 hire a dedicated new-business team. The agent takes the response layer, not the relationship

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

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

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

- To let it sell your strategy or promise results. By design, it never goes there

YOU DO NEED

- + A clear picture of how prospects reach you and what a good lead looks like

- + Agreement on what always goes to a person

- + Your substantiated proof points and any shareable pricing written down

- + Your privacy and consent wording confirmed

- + One owner inside the agency who watches the reports

The honest summary is that the barrier is smaller than the reputation of "AI" suggests. You are not rebuilding your agency. You are adding a fast, well-governed layer to the front of your pipeline and keeping a firm hand on what it is allowed to say.

In practice

Three composite agencies, 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 ·
PERFORMANCE AGENCY**

A fourteen-person paid-media shop

Strong inbound, but enquiries answered hours late between client calls.

<60s

to a qualified reply, day or night,
instead of hours

The overnight enquiry, kept.

The agency's best leads arrived in the evening, when a founder was researching agencies and filling in three forms at once. By morning the fastest responder had usually booked the call. The agent now answers in seconds, qualifies against budget and fit, and books straight into the right calendar.

Within the first fortnight the team noticed the diary filling with calls they would once have lost, and the leads arriving pre-qualified rather than cold.

**COMPOSITE · CREATIVE
STUDIO**

A branding and design studio

Senior, time-poor founders;
warm leads left to cool.

0

warm leads now left without a
follow-up

The follow-up that finally happened.

The founders were the studio's whole new-business function, and the patient follow-up always lost to client work. The agent now chases every warm lead within the consent the studio holds, and routes anything about scope or price straight to a founder, so nothing is promised that has not been agreed.

COMPOSITE · PR AND
COMMS

A multi-service communications agency

Enquiries split across PR, social
and content, handled differently
each time.

3→1

service lines, one consistent front
desk for every enquiry

One front desk for three service lines.

Enquiries bounced between teams and were handled differently at each. The agent gave the agency a single, consistent front desk: it routes each enquiry to the right service lead, books against their availability, and applies the same qualifying questions and the same careful wording on claims everywhere.

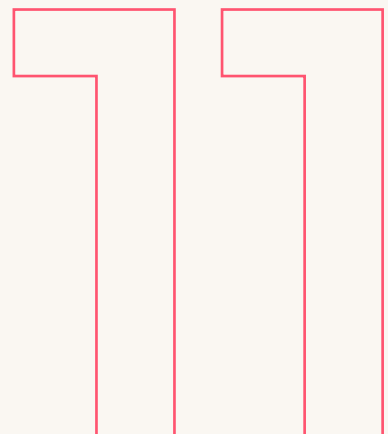
The leadership team could finally see, in one place, how many enquiries came in, where they came from, and what happened to each one.

A NOTE ON THESE EXAMPLES

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

Questions agencies ask

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



FREQUENTLY ASKED

The honest answers.

Will prospects know they are talking to an AI?

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

Could it promise a result we cannot deliver?

No. It is built so it cannot guarantee rankings, leads or returns, predict campaign outcomes, or commit to a custom price. It states only what is documented and substantiated, and routes anything about results or pricing to a person. The whole guide is built on that boundary.

Does it work with our CRM and calendars?

It connects to common CRM and calendar systems through permissioned access, reading live availability and writing booked calls and lead records. We confirm compatibility with your specific stack before you commit to anything.

Where does our prospect data go?

It is treated as personal information under the Australian Privacy Principles, handled to your privacy policy, encrypted, and held within boundaries you control. Every interaction is logged, and outbound follow-up respects the consent you actually hold.

Will it replace our client-services team?

No. It takes the repetitive, interruptive response layer so your people can focus on the pitch, the craft and the relationship. Agencies generally redeploy their people onto higher-value work rather than reduce them.

What happens with a complex or sensitive enquiry?

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

How long until it is live?

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

Can it follow up and nurture, not just answer?

Yes, and this is often where agencies feel the change first. The patient follow-up that always gets dropped, the warm lead and the unsent proposal nudge, is exactly the work an agent does without fail, within your consent rules.

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.

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 enquiry sources, qualifying criteria, escalation points and the claims the agent may and may not make. This is the real work.

DAYS 3-5**Configure and test**

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

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

Start with a single job, often after-hours enquiries or warm-lead follow-up, 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 enquiry, the lead that goes cold, or the follow-up that never happens, 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 agency: your numbers, your rules, and a clear view of what the agent would and would not say. No generic figures, no pressure.

Answer every enquiry. Promise only what's true.

A digital lead concierge that answers, qualifies and books every enquiry in seconds, follows up without fail, and never promises a result it cannot prove. Built for Australian agencies.

TALK TO US

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

ABOUT THIS GUIDE

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