
The Retail Guide to Agentic AI

From a counter that cannot answer the phone to a digital salesperson that picks up every enquiry, checks the stock, books the collection, and never oversteps the consumer law.

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AI voice agents & digital workers

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FOREWORD

The sale is won or lost before anyone reaches the till.

There are around 156,000 retail trade businesses in Australia, and between them they turned over about 37.9 billion dollars in a single month last year, up almost five per cent on the year before.¹ The demand is plainly there. Yet most of those businesses are small, run by people who are on the floor serving one customer while the phone rings unanswered behind them, and a second customer, the one on the line asking whether the item is in stock, quietly hangs up and tries the shop down the road.

Retail has spent a decade investing in the website, the point of sale, the loyalty program and the delivery network. The phone and the everyday enquiry, the oldest channel of all, has been left to whoever happens to be free. More than eight in ten Australians now research before they buy, moving between a screen, a phone call and the shop floor in a single decision.² When the call goes to voicemail, you do not just lose that sale. You lose the basket that came with it, and often the customer for good.

This guide is about a specific, practical answer to that problem: an agentic artificial intelligence (AI) voice agent that works the phones and the routine enquiries around them, so your people can do the parts of retail that actually need a person. It is written for shop owners, store managers and multi-site operators who want to understand what this technology does, what it must never do, and how to put it to work without misleading a single customer or breaching the consumer law.

We have tried to be honest throughout. There is a clear line we keep coming back to, the line between helping a customer and making a promise the business cannot keep, and a good deal of this guide is spent making sure the technology stays firmly on the right side of it.

Brad Riley

CEO, Agntic.ai

1. Australian Bureau of Statistics (ABS), Counts of Australian Businesses, July 2021 to June 2025 (156,169 retail trade businesses at 30 June 2025); ABS, Retail Trade, Australia, June 2025 (\$37,906.6 million seasonally adjusted, up 4.9% on June 2024). 2. Australia Post eCommerce research, reported by Inside Retail Australia, 2025.

— 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.



THE IDEA

A worker, not a chatbot.

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

Agentic AI is the next step. An **agent** does not just talk. It is given a goal, a set of rules and access to the tools it needs, and it carries the task through from start to finish. For a shop, the goal is usually simple to state: answer the call, work out what the customer wants, and complete the job, whether that is confirming stock, holding an item, booking a collection or starting a return, the same way a good salesperson would.

That is why we call it a **digital worker** rather than a chatbot. It speaks naturally on the phone, it listens, it asks the follow-up questions your team would ask, and then it acts: it checks the live stock in your point-of-sale system, reserves the item, confirms the click-and-collect order, and sends the message that says it is ready. When something falls outside its rules, it hands over to a person.

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 you close. A chatbot on your website might capture a typed message. A digital salesperson actually picks up the phone during the Saturday rush, at lunchtime and at 9pm, holds a real conversation, and leaves a confirmed sale or a held item ready for the morning.

None of this replaces your team. It removes the repetitive, interruptive work that pulls a salesperson away from the customer standing in front of them: the stock checks, the opening-hours questions, the order-status calls and the after-hours enquiries that currently go to no one.

THE ONE RULE

What it must never do.

A digital salesperson in a shop is built around a boundary that protects both the customer and the business. It handles enquiries, stock and orders. It does not, under any circumstances, make a promise the business cannot stand behind, or tell a customer something about their rights that is not true.

That means it does not invent a price or a discount, it does not guarantee stock it has not confirmed, and it does not deny a customer the consumer guarantees they are owed under Australian law. If a caller raises a complaint, a faulty product or a refund the agent is not sure about, its job is not to improvise a policy. Its job is to take the details accurately, apply the rules you have set, and where there is any doubt, hand the matter to a person.

THE LINE, IN ONE SENTENCE

The agent handles enquiries and orders. Promises about price, stock and a customer's rights are made only from rules you have set, and anything outside them goes to a person. It never reads back or stores raw card numbers, and it never tells a customer they have no right to a remedy. When in doubt, it escalates rather than guesses.

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 misled by a machine and no consumer right was ever denied by one. 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 shop floor

The cost of a phone no one can reach does not appear on any report. It shows up as a quiet afternoon, a basket that walked, and a regular who started shopping somewhere else. Here is the day as your team actually lives it.



— SAM'S SATURDAY · A BUSY SPECIALTY STORE

One on the floor, one on the phone, one walking out.

Sam manages a homewares store with two staff on a Saturday. Nothing here is unusual. That is the point.

MORNING

9:05 **Doors open, floor fills.** Sam is serving a customer choosing between two lamps while the phone rings at the counter. It rings out.

9:40 **Two callers give up after no answer.** One wanted to know if a dining table was in stock. One was chasing a click-and-collect order. Neither leaves a message.

11:15 **A return.** A customer brings back a faulty kettle. Sam handles it well, but it takes ten minutes, and the phone rings twice more in that window.

12:30 **Lunchtime peak.** One person covers the floor and the counter. Nine calls come in over the hour. Three are answered.

AFTERNOON

2:00 **Order ready.** A click-and-collect parcel has been sitting since yesterday. Sam meant to ring the customer this morning. It rolls to tomorrow, again.

4:30 A supplier rings to confirm a delivery, jumping the queue ahead of three customers on hold.

5:30 **Doors close.** From now until 9am, every caller hears a recording. The motivated ones order online from a competitor that night.

THE INVISIBLE COST

None of it was anyone's fault.

Sam is good at the job. The store is well run. And yet by the end of the day a handful of sales never happened, a collection order sat uncollected, and a regular customer quietly bought online because no one picked up.

This is the trap of shop-floor work. The losses are real but invisible. A missed call is not recorded as a lost sale; it is simply a call that never reaches a person. An uncollected order does not announce itself; it just sits on a shelf. A customer who tried the competitor does not send a note explaining why; they simply do not come back.

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 calls during the rush, the after-hours enquiries, the order that needs a quick confirmation. The work, in other words, that a digital salesperson 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 call answered, every order confirmed, every after-hours enquiry caught, and Sam free to sell to the customer who is actually in the shop.

The five jobs a digital salesperson does best

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



— WHERE IT EARNS ITS PLACE

Five jobs, done properly, every time.

JOB 01**ANSWERED**

Answering the phone and the overflow

Every call picked up on the first ring, at every hour, including the weekend rush, the lunchtime spike and after close. No hold queue, no message bank, no customer lost to the shop down the road.

JOB 02**CHECKED**

Stock checks and product enquiries

The agent reads live availability from your point-of-sale system, tells the caller what is in stock and at which store, and can hold an item against a name. It answers the hours, location and "do you sell" questions that fill the day.

JOB 03**CONFIRMED**

Click-and-collect and order status

Order placed, order ready, order chased. The agent confirms collection orders, answers "is it ready yet", and rings customers the moment a parcel lands, so it leaves with them rather than ageing on a shelf.

JOB 04**LOGGED**

Returns, exchanges and after-sales

Routine questions about returns, exchanges, warranties and order problems, answered from your own policy and the consumer guarantees, with the details logged and anything contested passed straight to a person.

JOB 05**FOLLOWED UP**

Outbound: ready-to-collect, back-in-stock and follow-up

The slow outbound work that always gets dropped: ringing customers when a collection order is ready, calling back the people who wanted an out-of-stock item the day it arrives, and following up on quotes and special orders. Patient, reliable, and done without fail. Contact happens only where the customer has agreed to it.

 WHY THESE FIVE

High volume, low judgement, high impact.

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

156k

retail trade businesses in Australia, most of them small, so the constraint is rarely demand. It is having someone free to answer it.

ABS, COUNTS OF AUSTRALIAN BUSINESSES 2025

\$37.9b

in retail turnover in a single month, up 4.9% on the year, almost all of it preceded by an enquiry of some kind.

ABS, RETAIL TRADE, AUSTRALIA, JUNE 2025

8 in 10

Australians research before they buy, moving between screen, phone and shop floor in one decision; a missed call breaks that chain.

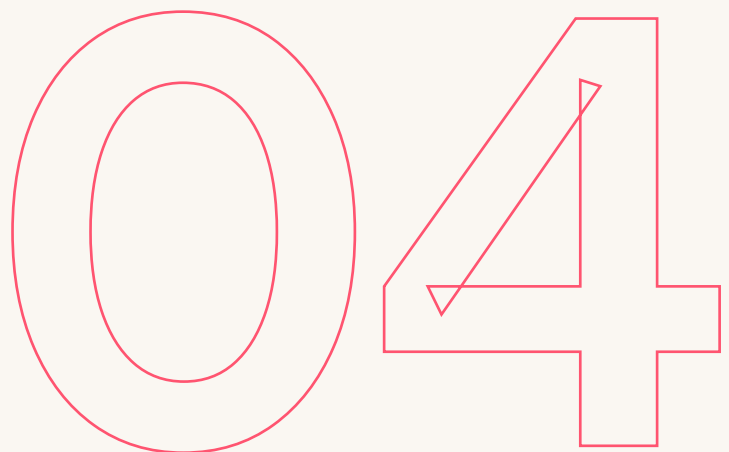
AUSTRALIA POST, VIA INSIDE RETAIL 2025

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 where an order needs a quick confirmation that no one is free to give. Hand those moments to an agent and you keep the trade you were already winning.

Sources: ABS, Counts of Australian Businesses, July 2021 to June 2025 (156,169 retail trade businesses at 30 June 2025). ABS, Retail Trade, Australia, June 2025, the final release in that series (\$37,906.6 million seasonally adjusted, up 4.9% on the year). Australia Post eCommerce research reported by Inside Retail Australia, 2025 (more than 8 in 10 Australians research online before buying).

What an unanswered phone really costs

A missed call feels like nothing. A handful of them, every day, 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 specialty retailer on an average basket of about \$70, not a quote. Every shop's numbers differ. The value of laying them out is that the leaks stop being invisible.

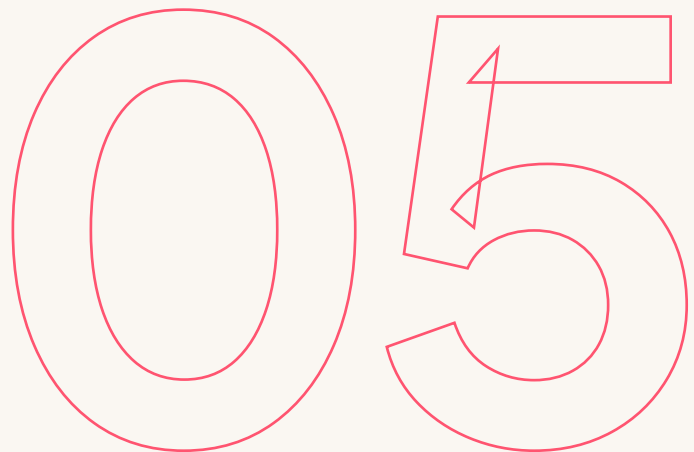
<p>Calls that ring out at the counter ~25 a week unanswered while staff serve the floor; about 5 in 10 were ready to buy (12 sales × \$70).</p>	\$850 /wk
<p>Stock-check callers who try the next shop ~10 a week who cannot reach you to confirm an item and buy it elsewhere (5 sales × \$70).</p>	\$350 /wk
<p>After-hours enquiries ~15 a week hit a recording after close; the motivated ones order online overnight (6 sales × \$70).</p>	\$420 /wk
<p>Click-and-collect orders left unconfirmed ~7 a week placed but never chased, so some lapse or are cancelled before collection.</p>	\$380 /wk
<p>The combined leak</p>	\$2,000 /wk

That is roughly \$100,000 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 salesperson addresses all four at once: it answers the calls that ring out, it confirms stock on the spot, it works after hours, and it chases every collection order. Section Eight builds the full model with your own numbers.

Basket value and call volumes are illustrative. International call-handling studies consistently find that most callers who cannot reach a business will not call back and will instead try a competitor, which is why an unanswered phone rarely converts to a later sale.

Consumer law, privacy and the line you never cross

This is the section that matters most in retail and the one most guides skip. How consumer guarantees are honoured, how customer data is protected, and exactly how the agent is kept clear of a promise it cannot keep.



THE CONSUMER GUARANTEES

Rights you cannot sign away.

Every time you sell to a consumer in Australia, the Australian Consumer Law (ACL) attaches automatic guarantees to what you sell: that goods are of acceptable quality, fit for their purpose, and match their description. When a product has a major failure the customer chooses a refund or replacement; for a minor failure you may repair, replace or refund within a reasonable time. These rights exist regardless of any store policy, and a business cannot contract out of them.²

The regulator is watching this closely. The Australian Competition and Consumer Commission (ACCC) has made consumer-guarantee compliance a current enforcement priority, after receiving thousands of reports of businesses wrongly telling customers they were not entitled to a remedy or had to deal with the manufacturer. A 2025 sweep of online return policies found terms that could mislead shoppers about these rights. Getting the script wrong is not a small matter.

A digital salesperson has to be built to that standard, not retrofitted to it. It is given your returns and warranty policy and the consumer guarantees together, and it is instructed never to deny a remedy a customer is owed, never to push a customer to the manufacturer, and never to invent a condition that the law does not allow. Where a case is contested, unusual or emotional, it logs the details and hands the customer to a person.

A customer should never be told by a machine that they have no rights. When the answer is not certain, the agent escalates.

The same discipline applies to price and stock. The agent quotes only the prices in your system and confirms only the stock it can actually see. It does not improvise a discount, promise a delivery date it cannot verify, or describe a product in terms you have not approved. Misleading a customer, even by accident, is exactly the outcome the design exists to prevent.

2. Competition and Consumer Act 2010 (Cth), Schedule 2 (the Australian Consumer Law); ACCC, "Consumer rights and guarantees" and "Repair, replace, refund, cancel". Consumer-guarantee compliance is an ACCC 2025–26 Compliance and Enforcement Priority; the ACCC reported more than 3,000 related contacts and ran an online return-policy sweep in 2025.

PRIVACY AND THE BOUNDARY, ENFORCED

How the line is held.

Customer details are personal information under the Privacy Act 1988 (Commonwealth) and the Australian Privacy Principles (APPs). The agent collects only what the enquiry needs, tells callers plainly that they are speaking with an automated assistant, and never reads back or stores raw payment-card numbers. From 10 December 2026 a privacy policy must disclose where decisions affecting people are made by substantially automated means, so a retailer using an agent should plan for that wording now.³

THE AGENT WILL

- + Quote prices and confirm stock from your live system only

- + Apply your returns policy alongside the consumer guarantees

- + Take order, collection and enquiry details accurately

- + Tell callers they are speaking with an automated assistant

- + Hand over the moment a case is contested or off-script

THE AGENT WILL NOT

- Tell a customer they have no right to a remedy

- Invent a price, a discount or a delivery promise

- Guarantee stock it has not actually confirmed

- Read back, repeat or store raw card numbers

- Describe a product in terms you have not approved

HUMAN IN THE LOOP

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

3. Privacy Act 1988 (Cth) and the Australian Privacy Principles; Privacy and Other Legislation Amendment Act 2024 (Cth). Automated-decision transparency in privacy policies takes effect 10 December 2026 (Office of the Australian Information Commissioner).

GOVERNANCE YOU CAN SHOW

Built to be inspected.

Retail runs on trust, and a digital salesperson should add to it, not subtract from it. Because every interaction is logged, transcribed and summarised, you have a clearer record of what was said to customers than most shops keep today, when a phone call leaves no trace at all.

That record supports the obligations you already meet: your obligations under the consumer guarantees, your privacy policy and consent practices, and the accuracy of what customers are told about price, stock and their rights. If a dispute ever arises about what was promised, you can listen back rather than guess. The agent operates inside those frameworks rather than around them.

It also makes review simple. You can read transcripts and adjust the agent's rules in plain language. If you decide it should always escalate refund requests above a certain value, or should never quote on a particular product line, that change is made once and applied to every call from then on. Consistency, in other words, becomes a setting rather than a hope.

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

Under the bonnet

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



HOW IT WORKS

Six parts, one conversation.

PART 01

It picks up and listens

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

PART 03

It reads and writes your systems

It connects to your point-of-sale and click-and-collect software through permissioned access, reads live stock and order status, and logs holds, collections and enquiries straight in.

PART 05

It works after hours

Evenings, weekends and the lunchtime rush are covered without extra rostering. The orders and enquiries that greet your team in the morning are already captured.

PART 02

It follows your rules

Prices, returns policy, opening hours, which store holds what: it works from the rules and data you set, in plain language, not from guesses. It quotes only what it can verify.

PART 04

It escalates cleanly

When a call is contested, sensitive or off-script, a refund dispute or a complaint, it takes the details and hands over to your team. It never improvises a policy or a promise.

PART 06

It reports back

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

Before you switch it on

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

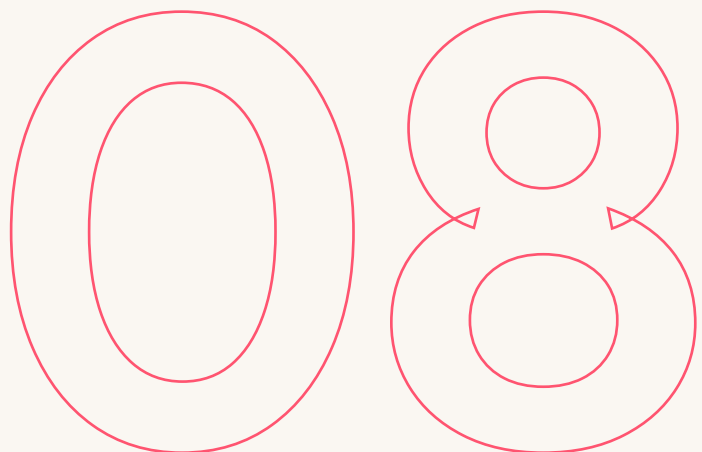
Getting an agent live is fast. The difference between a good launch and a frustrating one is whether you have written down the things your team currently hold in their heads. Work through this list before you go live.

- Your top ten reasons customers call, in order
- Your click-and-collect flow: holds, pickups, time limits
- What must always go to a person, and to whom
- Which product lines it may quote on, and which it may not
- Consent and privacy wording for collecting customer details
- How stock and price are read from your point-of-sale system
- Your returns and warranty policy, plain enough to read aloud
- The refund or complaint cases the agent never decides alone
- Your outbound list: ready-to-collect, back-in-stock, follow-ups
- 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 shop already runs, which is the whole point: it should sound and behave like your business, 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 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 numbers are illustrative and rounded; replace them with your own. The point is that the returns stack, and the first one usually covers the cost by itself.

THE SCENARIO · A TWO-STORE SPECIALTY RETAILER

Takes roughly 300 calls a week and misses about 40, mostly during the rush and after hours. Around 5 in 10 of those missed calls were a customer ready to buy. Average basket, conservatively, \$70. The model uses a 50-week trading year.

Where the return comes from	Illustrative annual figure
Captured sales 40 missed calls/wk × 50% who wanted to buy × \$70 × 50 weeks. The biggest line, and after-hours calls alone often cover the fee.	\$70,000
After-hours and click-and-collect recovered Enquiries caught after close, plus collection orders confirmed and chased instead of lapsing, recover in the order of \$30,000 a year.	\$30,000
Staff hours returned About 10 hours/wk no longer lost to phone tag and order chasing, at a \$38 fully-loaded rate × 50 weeks. Capacity, not cash, but real.	\$19,000
Cost of the agent Indicative annual platform cost for a retailer of this size, plus the groundwork time in your first fortnight.	(\$11,000)
Net illustrative return Recovered revenue and returned hours, less the cost of running it.	\$108,000

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

What you don't need

Some of what holds shops 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 shop staff. The agent takes the repetitive layer, not the people

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

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

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

- To let it improvise on price, stock or a customer's rights. By design, it never does

YOU DO NEED

- + A clear picture of why customers call, and how stock and price are read

- + Agreement on what always goes to a person

- + Your returns policy and consumer-guarantee position written down

- + One owner inside the shop who watches the reports

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

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

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 · HOMEWARES

A two-store homewares retailer

High weekend volume, lunchtime drop-offs, click-and-collect orders ageing on the shelf.

0

calls to message bank after going live, day or night

The Saturday rush, answered.

The retailer's worst hour was the middle of Saturday, when two staff covered the floor and most calls rang out. The agent now picks up every call at the peak and after close, confirms live stock across both stores, and holds items against a name.

Within the first fortnight the click-and-collect backlog, which had been ageing on the shelf, was cleared by the agent ringing each customer the moment a parcel was ready, and the team noticed fewer cancelled orders.

COMPOSITE · HARDWARE

An independent hardware store

Constant "do you have it in stock" calls pulling staff off the trade counter.

In stock

checks answered on the spot instead of "let me go and look"

The stock check, off the counter.

Most calls were the same question: is this in stock, and how much. Each one pulled a staffer away from the trade counter to go and look. The agent now reads live availability and price from the point-of-sale system and answers in seconds, so the counter keeps moving.

COMPOSITE · FASHION

A three-store fashion group

Returns and exchange questions handled differently at each store, one shared phone line.

3→1

stores, one consistent front counter, every call answered the same way

One front counter for three stores.

Calls bounced between locations and returns were explained differently at each, a real consumer-law risk. The agent gave the group a single, consistent front counter: it answers returns and exchange questions from one approved policy aligned to the consumer guarantees, logs each case, and routes contested ones to a manager.

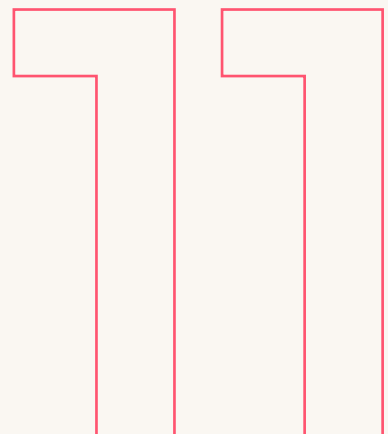
Staff at all three stores were freed from the phones during trading hours, and the group could finally see, in one place, how many calls came in and what happened to them.

A NOTE ON THESE EXAMPLES

These are composites built to illustrate common patterns, not named clients. Your shop's results depend on your call volume, your product range 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.



FREQUENTLY ASKED

The honest answers.

Will customers know they are talking to an AI?

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

Can it promise a price, a discount or that something is in stock?

It quotes only the prices in your system and confirms only the stock it can actually see. It does not improvise a discount or guarantee stock it has not verified. Anything outside its rules goes to a person, by design.

What about refunds and returns? Could it deny someone their rights?

No. It applies your returns policy alongside the Australian Consumer Law and is built never to tell a customer they have no remedy. Contested or unusual cases are logged and handed straight to your team.

Does it work with our point-of-sale system?

It connects to common retail and click-and-collect systems through permissioned access, reading live stock and order status. We confirm compatibility with your specific system before you commit to anything.

Will it replace our shop staff?

No. It takes the repetitive, interruptive layer of the work so your team can sell to the customer in front of them and handle the calls that need a person. Retailers generally redeploy their people rather than reduce them.

What happens when a call is a complaint or upsetting?

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

Where does our customer data go?

It is handled under your privacy policy and the Australian Privacy Principles, collected only as the enquiry needs, and held within boundaries you control. The agent never reads back or stores raw card numbers, and every interaction is logged.

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 shop already runs. After that, configuration and testing are quick.

Can it handle our click-and-collect and follow-ups too?

Yes, and this is often where retailers feel the change first. Confirming collection orders, ringing customers when a parcel is ready, and calling back about back-in-stock items is exactly the work an agent does patiently and without fail.

Your first seven days

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



FROM HERE TO LIVE

Start with one job. Grow from there.

DAYS 1-2**Map the basics**

Work through the Section Seven checklist. Pin down your top call reasons, how stock and price are read, your returns position and 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 point-of-sale system in a controlled way, and test it together against real call scenarios until it sounds like your shop.

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

Start with a single job, often after-hours calls or stock checks, 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 Saturday rush, the after-hours calls, or the click-and-collect orders 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 shop: your numbers, your rules, and a clear view of what the agent would and would not do. No generic figures, no pressure.

Answer every enquiry. Never cross the line.

A digital salesperson that works your phones, your stock checks and your collection orders, governed by your rules and kept firmly clear of any promise it cannot keep. Built for Australian retail.

TALK TO US

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

ABOUT THIS GUIDE

General information only.
Not legal or consumer-law advice.
Confirm your obligations with the appropriate adviser.