



Applied AI Services & Venture Labs

AI Outreach & KYC Voice Agents

Phased Rollout Proposal

Preliminary Proposal

Proposed for

Miravia

01 Dec 2025

Executive Summary

Miravia, a marketplace backed by Alibaba, manages high-volume seller onboarding and operational workflows through its BPO team. As the business scales, early-stage seller engagement and downstream KYC follow-ups continue to consume significant agent time due to manual calls, repeated scripts and low answer rates. Miravia's telephony infrastructure operates on Genesys Cloud, requiring a scalable solution that fits within this environment.

Moative proposes a phased AI automation rollout to streamline these workflows and improve operational efficiency. The solution will be delivered in two phases, each structured into 2-week cycles with clear, demo-ready milestones and formal readiness checkpoints.

Phase 1 - AI Outreach Agent (8 weeks)

Moative will deliver a fully integrated Outreach Agent capable of conducting structured cold-call conversations using Miravia's outreach script, identifying seller interest, handling objection patterns and escalating interested leads to human agents through Genesys routing.

This phase includes:

- A multilingual Outreach Agent (Version 0.9) & (Version 1.0) (English, Spanish, Italian)
- Enhanced multi-turn conversation flows and refined classification
- Genesys sandbox integration and human handover routing
- Dashboard with call logs, performance metrics and context visibility

Phase 2 AI KYC Agent (4 weeks)

Moative will deliver a KYC Agent that automatically notifies sellers of KYC rejection, explains the exact missing items, dispatches secure upload links via Email, retries unanswered calls and updates case status once documents are submitted.

This phase includes:

- Multilingual KYC flows (English, Spanish, Italian)
- Outbound Email link dispatch
- Genesys integration for KYC calls and routing

- Dashboard visibility for KYC cases
- End-to-end flow validation and rollout readiness review

In terms of commercials, both phases will be executed on a Time and Materials (T&M) basis by a cross-functional Moative team spanning engineering, architecture, QA, and project management. The commercial structure is divided into two components:

A) **Estimated Implementation Fees:** The combined estimated effort for both phases is \$48,000. This covers the build, integration, and deployment per use case.

B) **Monthly Operating Costs:** This includes Support & Maintenance and Usage:

- **Ongoing Support & Maintenance:** Estimated ceiling at \$8,720 per month.
- **Usage Costs:** Variable based on call volume, starting at \$0.16 per minute.

In total based on a usage scenario where the minutes scale from 50K minutes to 250K minutes over a year, the total cost of the initiative shall be approximately \$497,000.

Current Process Analysis

1. Recruiting and Seller Outreach

Human agents spend significant time on early-stage seller contact:

- Sending initial outreach emails
- Making first-attempt cold calls
- Repeating the same introduction scripts
- Handling a large volume of unanswered calls
- Routing interested sellers manually to the right queue

Contact and conversion rates remain low at this initial stage, resulting in inefficient resource use.

2. KYC Follow-up

When a seller's KYC is rejected, the BPO team manually:

- Calls sellers
- Explains the missing document
- Shares the upload link and steps
- Repeats contact attempts when sellers do not answer
- Marks cases as resolved once documents are received

This leads to delays and inconsistent follow-through.

Miravia's seller operations team handles early outreach calls, email initiation and KYC follow-ups manually. This leads to low contact efficiency, repeated steps and delays in seller onboarding or document completion.

Proposed Solution

Phase 1: AI Outreach Agent

Automates initial seller outreach, emails (by integrating with Miravia's existing email provider to automate bulk email sending) and first-attempt cold calls, escalating to humans only when interest is detected. Languages: English, Spanish & Italian.

The AI agent will:

- Send Batch Outreach Emails(Integrating with Miravia's existing bulk email system, subject to API/SMTP availability)
 - Automate email dispatch to prioritized leads on day one
 - **Email template:** as currently used by BPO teams
- Place Initial Cold Calls
 - AI places call attempts to seller leads
 - Delivers scripted pitch
- Captures intent, sentiment and objections
 - Human Escalation
 - AI hands off to a human agent only when seller interest is detected
 - Transfer is configurable and rules driven

Phase 2: AI KYC Agent

Automated calling workflow that informs sellers about missing KYC items, explains the exact steps, shares upload links and tracks completion.

The AI agent will:

- Auto-call sellers once KYC is rejected
- Explain the specific missing item
- Provide upload link via email
- Walk them through the steps
- Retry when calls go unanswered
- Mark cases as resolved once the document is uploaded (post integration)

Note: The AI agent will not validate documents.

Solution Architecture & Approach

Core Functionality Across Use Cases

- **Interest detection:** Identifies if the seller is interested in engaging further or not based on their spoken response.(Ex: the seller is interested in being onboarded/willing to talk further or has specific questions)
- **Basic sentiment analysis:** Detects interest, hesitation or confusion to adjust the conversation flow.
- **Human Handoff workflows (HITL):** Transfers the call to a live agent upon gauging user interest.
- **System-level metrics and dashboards:** Tracks performance indicators such as call duration, cost and outcomes.
- **Multilingual voice models:** Supports natural conversations in English, Spanish and Italian.
- **Escalation workflow within Genesys:** Routes qualified calls to Miravia's agents using existing Genesys infrastructure.
- **Outbound Email Capability:** The agent should be able to send outbound email messages containing a secure link that allows sellers to upload the required documents after a KYC rejection.
- **Important:** The current solution is capable of handling 30 calls at once.

Dashboard Capabilities

- **Call metrics:** Shows key performance numbers (duration, cost, success rate, funnel) for every Outreach and KYC call.
- **Custom Miravia metrics:** Allows tracking of Miravia-specific KPIs (to be provided by Miravia)
- **High-level tone and context controls:** Enables quick adjustments to agent tone, style and response patterns.
- **Conversation summaries for escalations:** Provides a concise AI-generated summary so human agents can pick up the call without re-listening.

Implementation Roadmap

To provide continuous visibility and maintain steady progress, the implementation plan is structured into 2-week cycles. Each cycle delivers a clear outcome, and the end of Week 8 includes a formal Go or No-Go decision on advancing to Phase 2.

Phase 1 – 8 Weeks

Week 1 & 2: Foundational Outreach Agent (Version 0.9) + Genesys Initial Assessment

Objectives

- Deliver the first working version of the Outreach Agent (without Genesys integration) using Elevenlabs Conversational AI
- Understand Genesys Cloud integration requirements
- Establish baseline functionality for conversations, email automation and interest detection

Scope

- Build core conversational flow aligned to Miravia's pitch
- Configure Spanish, English and Italian voices
- Implement basic intent and objection handling
- Implement initial seller interest classification
- Integrate with Miravia's existing bulk email system to automate sending of outreach emails (dependent on system connectivity)
- Begin Genesys Cloud API discovery and telephony capability mapping

Deliverables

- Outbound Agent (Version 0.9) will showcase the following capabilities
 - A functional Outreach Agent capable of holding a structured cold-call conversation with a prospect using Miravia's outreach script (Spanish, English and Italian voice support)

- Ability to identify and tag seller interest (interested, unsure, not interested)
 - Demonstration of simple objection handling (as per the pitch provided by Miravia)
- Automated bulk outreach email send using Miravia's existing email infrastructure
- A document detailing Moative's understanding of Genesys integration (Available API endpoints, Telephony routing model, Possible call orchestration pathways, Identified constraints and assumptions)

Week 3 & 4: Enhanced Outreach Agent (Version 0.9) + Complete Integration Blueprint

Objectives

- Improve conversation quality and branching logic
- Finalize the architecture for Genesys integration
- Reduce ambiguity in handover, routing and dashboards
- Provide Agent sandbox for Miravia team to test

Scope

- Deploy Agent sandbox for testing
- Expand and refine objection handling
- Improve intent interpretation and fallback strategies
- Add deeper branching and clarification prompts
- Create full technical integration blueprint for Genesys
- Define data schema for dashboard metrics and context
- Add rules for email sequencing, retries and template variations (as aligned with Miravia)

Deliverables

- A sandbox for the Miravia team to test out the Enhanced Outreach Agent (Version 0.9) capable of handling multi-turn cold-call conversations with:

- Improved flow branching
- More robust objection patterns
- Natural transitions between pitch, qualification and closing
- Refined interest classification with clear criteria
- Functional automated email trigger workflow connected to Version 0.9

Week 5 & 6: Genesys Sandbox Integration + Dashboard v1

Objectives

- Begin implementing the Genesys integration
- Deliver a working dashboard with initial metrics
- Demonstrate the first version of Genesys-to-AI call flow

Scope

- Establish Genesys sandbox connectivity
- Implement call origination and event handling
- Build early human handover logic
- Develop Dashboard v1 with:
 - Call logs
 - Basic performance metrics
 - Conversation context panel
- Log email activity alongside call metrics where applicable

Deliverables

- Preliminary human handover logic executed within sandbox constraints
- Share Dashboard v1 with the Miravia:
 - Live display of outbound calls with timestamps
 - Duration, call outcome and basic success metrics
 - Context summary for each test call

- Initial admin controls for voice and tone settings
- Email activity visible in dashboard logs (template used, sent timestamp)

Week 7 & 8: Full Integration, End-to-End Testing + Decision Gate

Objectives

- Complete Genesys integration
- Finalize human handover and routing
- Deliver production-ready multi-language experience
- Conduct full end-to-end testing
- Decide Go/No-Go for rollout

Scope

- Implement complete human handover routing within Genesys
- Configure retry rules, no-answer handling and escalation triggers
- Finalize dashboard with context visibility and configuration options
- Validate combined outreach workflow: email → call → interest detection → routing
- Conduct end-to-end tests across all flows and languages

Deliverables

- Fully integrated Outreach Agent making calls via Genesys (Version 1.0)
- Verified outbound email automation integrated into outreach flows
- Working human handover to Miravia agents through Genesys routing
- Dashboard showing real-time call metrics, outcomes and context
- Multi-language support (English, Spanish and Italian)
- Known issues log with mitigation plan

Decision Gate

Joint review with Miravia to confirm readiness and decide whether to proceed to production rollout and Phase 2

Phase 2 – 4 Weeks

Build, integrate and validate the AI KYC Agent that automatically informs sellers of KYC rejection, explains what is missing and guides them to upload required documents through a secure link.

Week 1 & 2: KYC Conversation Flow + Link Dispatch Mechanism

Objectives

- Build the complete KYC conversation logic (English, Spanish and Italian)
- Implement outbound Email capability with secure document upload link
- Prepare the intent and item-explanation flow for each KYC rejection scenario

Scope

- Design and implement KYC rejection scripts with step-by-step guidance
- Build flows for each KYC failure scenario, including:
 - Missing document explanation
 - Clarification prompts
 - Repetition on request
 - Configure outbound email delivery
 - Implement retry logic for no-answer scenarios
 - Establish tagging and classification for resolved cases

Deliverables

- Sandbox where Miravia team can test AI KYC Agent's ability to hold a complete KYC rejection conversation in Spanish and Italian (Not integrated with Genesys)
- Agent will showcase the following capabilities:
 - Ability to explain the exact missing item and guide the seller through corrective steps
 - Working outbound email capability sending a secure upload link
 - Retry logic demonstrated for unanswered calls

Week 3 & 4: Genesys Integration + End-to-End Testing + Final Readiness Review

Objectives

- Connect the KYC Agent to Miravia's Genesys Cloud telephony
- Validate multi-language operation in a real telephony environment
- Test end-to-end flows from call initiation to document upload link delivery
- Finalize dashboard visibility for KYC cases

Scope

- Integrate call origination and routing via Genesys Cloud
- Implement human escalation routing
- Map KYC conversation data into the dashboard (call logs, outcomes, classifications)
- Run full test scenarios:
 - Answered calls
 - Unanswered calls with retries
 - Multiple KYC failure types
 - Validate Spanish and Italian voice performance in production-like flow

Deliverables

- KYC Agent making live calls through Genesys (English, Spanish and Italian)
- Successful delivery of email upload link during the call
- Visible call metrics and context on the dashboard
- End-to-end flow validation:

AI KYC → Genesys routing → Conversation → Link dispatch → Case tagged as resolved
- Known issues register and mitigation plan

Assumptions, Risks & Mitigation

Assumptions

- Genesys Cloud provides an orchestration layer equivalent to Moative's existing product architecture.
- Integration effort required for Miravia's systems will be similar to previous voice-agent integrations Moative has completed (Ex: Twilio).
- Genesys APIs support real-time call orchestration needed for handover.
- Miravia provides test environment access on time.
- The 'Secure Upload Link' (KYC Agent use case) will be provided by Miravia (Ex: a link to their existing user portal). Moative is not responsible for building a secure file storage system or hosting a document upload frontend.
- We assume Miravia's current email provider allows for programmatic triggering of emails via API or SMTP. If this is not available, the system will generate a list for manual dispatch.
- Phase 2 timelines are based on Moative's current understanding of Miravia's KYC process.
- Image or video processing capabilities are out of scope for this iteration.
- Moative will not be integrating with any internal CRM or data store during Phases 1&2.
- Miravia will use the dashboard to upload leads for the Outreach Agent and user information for KYC failures.
- We will be using Miravia's existing phone numbers for outbound calls.
- Miravia's internal systems may require additional customisation to enable agent integration.
- The infrastructure for hosting and running the AI agents will be fully managed by Miravia, including provisioning, scaling and maintaining the required runtime environment.
- To mark cases as 'Resolved' in the dashboard upon document upload, Miravia's system must be capable of sending a confirmation webhook (API callback) to the Moative agent once the upload is complete. If this is not available, cases will be marked as 'Link Sent' rather than 'Document Uploaded'.

Risks

- Any deviation identified during technical due diligence may affect delivery timelines.
- Genesys complexity may extend integration timelines
- Telephony orchestration limitations may require adjustments to agent performance expectations, such as latency tolerances or the complexity of tasks the agent can reliably execute.
- KYC Agent implementation timelines are subject to change based on deeper understanding of the use case.
- **Legacy Email Infrastructure:** If Miravia's email system does not support API integrations, full automation may not be possible.

Mitigation

- If deep API orchestration is blocked, Moative will implement Standard SIP Transfers (Basic Call Handoff) as a fallback. This ensures the AI can still transfer calls to human agents reliably, even if passing rich context data requires a later phase update.
- Fallback to generating structured lead lists for the BPO team to upload.
- We will implement latency-masking techniques (ex, conversational filler words like 'Let me check that for you...') to maintain flow. Additionally, prompts will be designed to encourage short, factual user responses to minimize processing time.
- The solution is strictly designed to dispatch a URL pointing to Miravia's existing secure portal. Moative will not build, host, or store PII/Document binaries. If a portal link is unavailable, the agent will guide the user to check their email for standard instructions.
- If a confirmation signal is unavailable, the Dashboard success metric will be defined as 'Link Dispatched' rather than 'Case Resolved.' This accurately measures the AI's performance (delivering the instruction) independent of downstream system limitations.

Effort and Commercials

Commercial Structure

Based on the operating model and the need to integrate with Miravia's Genesys Cloud telephony, the commercials are split into two components: Implementation Cost and Operating Cost.

1. Estimated Implementation Cost (One-time per use case)

Implementation includes the full build, configuration, Genesys integration, testing and deployment effort required for each use case. For the two use cases in scope (AI Outreach Agent and AI KYC Agent), the estimated hours per role are listed below.

	Implementation Timeline	Estimated Cost
Phase 1: AI Outreach Agent	8 weeks	\$33,000
Phase 2: AI KYC Agent	4 weeks	\$15,000

Note: Billing follows a time-and-material model. Invoicing will reflect actual hours consumed. Any time spent **above** the estimated duration will be billed as per the rate card.

2. Operating Cost (Monthly)

This can be broken down into two parts

1. Monthly Usage cost
2. Support and Maintenance

Monthly Usage Cost

This represents the cost for running **AI voice agents** on Miravia's Genesys Cloud environment. This cost covers the AI Voice Intelligence layer (LLM inference, Speech-to-Text, and Text-to-Speech processing) and real-time audio streaming latency management.

Moative has reviewed Miravia's expected monthly call volumes and will apply a volume-based pricing structure as shown below.

Monthly Volume	Rate per Minute (USD)
Below 50,000 minutes	\$0.35
Above 50,000 & Below 100,000 minutes	\$0.25
Above 100,000 minutes	\$0.16

Note:

- Higher volume tiers benefit from lower per-minute rates due to infrastructure and inference cost efficiencies achieved at scale.
- This per-minute cost will be applied monthly for all active use cases.
- **Unanswered Calls:** In case a call is not picked up, those minutes will not be considered
- **Unused minutes:** Upon signing annually,
 - **Monthly minutes:** Will roll over to the next month. It's possible to carry over unused minutes into the next month, up to a maximum of **2x your usual monthly minute quota**. Since each new cycle also adds your regular monthly minutes, the **maximum total minutes you can have at any time is 3x your monthly quota**. (Ex: If your monthly quota is 100,000 minutes, you can roll over up to 200,000 (2 months of usage) unused minutes into the next month.)
 - **During Renewal:** Upon renewal of the contract (signing up for one more year) your remaining minutes will rollover into the 1st month of the new plan.

Ongoing Support and Maintenance

The monthly operating cost also includes dedicated support resources that ensure continuity, reliability and smooth functioning throughout implementation and live operations.

Project Manager

A **Project Manager** will support the project for up to **5 hours per week** across both **implementation** and **operating phases**. This ensures consistent progress tracking, communication and alignment between teams.

Role	Rate Card	Estimated Hours
Project Manager	\$100	5 hrs

The estimated billing for this role is \$2000 per month

Engineering Support

Post implementation, Moative will allocate an engineer to maintain and optimise the deployed agents.

- **First 6 months:** Full-time allocation to stabilise, monitor and iterate on the solution.
- **Next 6 months:** Part-time (50%) allocation for enhancements, fixes and routine maintenance.

Role	Rate Card	Estimated Hours
AI Engineer II	\$40	<ul style="list-style-type: none">- 168 hrs per month (initial 6 months)- 84 hrs per month (next 6 months)

This estimated billing for this role would be:

- **First 6 months:** \$6720 per month (full time allocation)
- **Next 6 months:** \$3360 per month Part-time (50%) allocation

Note:

1. The Engineering support cost will kick in only post implementation of the first use case
2. The effort estimation is based on our understanding of current scope and business logic. Actual time may differ depending on scope revisions, integration challenges and any exceptions we may discover.
3. Implementation cost will be a one-time charge for each use case.
Implementation as well as ongoing support and maintenance costs will be billed as time-and-material based on actual hours spent by the team. Any time spent **above** estimated hours will be billed as per the provided rate cards.
4. **Budgeting Note:** The payment calendar below budgets for a **Full-Time Equivalent (FTE)** for the entire year to provide a conservative ceiling for financial approval. However, actual billing will reduce if utilization drops to part-time levels.

Implementation Team Rate Card

Role	Rate Card
Project Manager	\$100
Team Lead	\$75
Technical Lead	\$75
Full Stack Developer	\$50
Dev Ops Engineer	\$50

AI Engineer I	\$45
AI Engineer II	\$40
QA Engineer	\$35

These team members will be responsible for design, development, integration, testing, deployment and maintenance across both use cases.

Indicative Payment Calendar

Implementation Cost	Project management	Engineering support	Estimated Usage (in mins)	Ongoing Usage Cost			Total
				Up to 50K minutes @ \$0.35/min	50k to 100k minutes @ \$0.25/min	>100K minutes @ \$0.16/min	
Month 1	\$33,000	\$2,000	-	-	-	-	\$35,000
Month 2	-	\$2,000	-	-	-	-	\$2,000
Month 3	\$15,000	\$2,000	\$6,720	49,999	\$17,500	-	\$41,220
Month 4	-	\$2,000	\$6,720	49,999	\$17,500	-	\$26,220
Month 5	-	\$2,000	\$6,720	49,999	\$17,500	-	\$26,220
Month 6	-	\$2,000	\$6,720	99,999	\$17,500	\$12,500	\$38,720
Month 7	-	\$2,000	\$6,720	99,999	\$17,500	\$12,500	\$38,720
Month 8	-	\$2,000	\$6,720	99,999	\$17,500	\$12,500	\$38,720
Month 9	-	\$2,000	\$6,720	250,000	\$17,500	\$12,500	\$62,720
Month 10	-	\$2,000	\$6,720	250,000	\$17,500	\$12,500	\$62,720
Month 11	-	\$2,000	\$6,720	250,000	\$17,500	\$12,500	\$62,720
Month 12	-	\$2,000	\$6,720	250,000	\$17,500	\$12,500	\$62,720
							Total \$497,697

Billing & Resource Notes:

- Estimates vs. Actuals:** All cost figures provided are **estimates**. Final invoicing for both Implementation, Project Management and Support will be **based on actual hours spent** by the team (Time and Materials).
- Reconciliation:** Any variance between estimated setup costs and actuals will be reconciled in the subsequent month's billing cycle.
- Support Staffing & Budgeting:** To simplify budgeting and finance approval for Miravia, the Engineering Support estimate assumes one full-time equivalent (FTE). However, billing will reflect the actual hours spent across all active and pipeline use cases.
- Capacity Scaling:** Moative will monitor resource utilization- **for Engineering support**- on an ongoing basis. If utilization exceeds 80% for two consecutive months, we will proactively notify Miravia to discuss deploying an additional engineer to accommodate increased workload or new use cases.

RACI Matrix

Activity/Deliverable	Moative	Miravia
Requirements validation	R/A	C
Outreach Agent (Version 0.9) development	R/A	I
Genesys integration	R/A	C
Dashboard setup	R/A	C
QA & Testing	R/A	C
Go Live	R/A	C
Metrics Alignment	C	R/A

Next Steps

1. Upon a go-ahead from Miravia, Moative shall send a draft 'Master Services Agreement' (MSA) and a Statement Of Work (SOW) for the agreed use cases.
2. Miravia to send success metrics
3. Moative to complete Genesys feasibility check
4. Moative to begin Phase 1 upon approval