**Proposal to Outplay:**

**Leveraging Audio-to-Audio LLMs for AI-SDR Automation**

**Prepared for:** Outplay.ai

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**Date:** March 2, 2025

**1. Introduction**

Outplay has been at the forefront of sales engagement and automation, enabling businesses to streamline their sales development representative (SDR) workflows. With advancements in AI, the integration of an Audio-to-Audio Large Language Model (LLM), such as Ultravox, can significantly enhance AI-SDR capabilities. This proposal outlines how implementing an Audio-to-Audio LLM can revolutionize call scheduling, follow-ups, and other AI-SDR tasks to improve efficiency, productivity, and customer engagement.

**2. Objectives**

The primary objectives of integrating an Audio-to-Audio LLM into Outplay’s AI-SDR system include:

* Automating real-time call scheduling and follow-ups.
* Enhancing the accuracy and responsiveness of AI-driven conversations.
* Reducing SDR workload by handling repetitive, low-value interactions.
* Providing a seamless, human-like conversational experience for prospects.
* Increasing conversion rates through improved lead engagement.

**3. Solution Overview**

**3.1 What is an Audio-to-Audio LLM?**

An Audio-to-Audio LLM, such as Ultravox, processes and generates speech in real-time, allowing AI-powered systems to interact with users naturally through voice. Unlike traditional speech-to-text models that rely on text processing, Audio-to-Audio LLMs provide a more dynamic and context-aware conversation flow.

**3.2 How It Enhances AI-SDR Workflows**

By integrating Ultravox or a similar model, Outplay’s AI-SDR can:

* **Handle inbound and outbound calls autonomously**: Engage with prospects, answer queries, and provide personalized responses.
* **Automate call scheduling**: Identify customer intent and schedule follow-up calls based on availability and context.
* **Improve lead qualification**: Analyze vocal cues, sentiment, and engagement levels to prioritize high-intent leads.
* **Streamline multi-language support**: Enable global outreach with real-time multilingual conversation capabilities.
* **Enhance voicemail automation**: Leave personalized and dynamic voicemails based on prospect interactions.

**4. Implementation Strategy**

**4.1 Technical Integration**

The proposed integration process involves:

1. **API Integration**: Connecting Ultravox (or another Audio-to-Audio LLM) with Outplay’s AI-SDR system via APIs.
2. **Call Data Processing**: Implementing real-time transcription and contextual analysis to improve AI-generated responses.
3. **Voice Synthesis & Response Optimization**: Training the model on sales-specific interactions for improved SDR efficiency.
4. **User Interface Enhancements**: Adding voice-based interaction modules to Outplay’s existing SDR dashboard.
5. **Testing & Iteration**: Running A/B tests and refining based on SDR feedback and performance analytics.

**4.2 Deployment Phases**

* **Phase 1: Proof of Concept (1-2 Months)** – Develop a prototype and test on a small SDR team.
* **Phase 2: Pilot Program (3-4 Months)** – Expand to select Outplay customers for real-world validation.
* **Phase 3: Full-Scale Rollout (Ongoing)** – Optimize for scalability and integrate as a core Outplay feature.

**5. Expected Benefits**

* **Increased SDR Productivity**: Automating call scheduling and follow-ups allows SDRs to focus on high-value interactions.
* **Higher Conversion Rates**: AI-powered voice interactions ensure timely, personalized engagement with prospects.
* **Cost Savings**: Reducing manual SDR workload lowers operational costs and improves ROI.
* **Enhanced Customer Experience**: Real-time, context-aware conversations improve user satisfaction and retention.
* **Scalability**: Outplay can expand its AI-SDR capabilities without adding human resources.

**6. Conclusion & Next Steps**

Integrating an Audio-to-Audio LLM like Ultravox presents a significant opportunity for Outplay to push the boundaries of AI-SDR automation. By adopting this technology, Outplay can position itself as a leader in AI-driven sales engagement.

**Next Steps:**

* Schedule a technical feasibility discussion.
* Define pilot use cases and key success metrics.
* Initiate proof-of-concept development.

We look forward to collaborating with Outplay to bring this cutting-edge AI capability to market.

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