



Google Developer Groups
Cloud • New Delhi

agora

Team Name: NOVA

Phase: I

HACKFEST

A 24 Hours Online Hackathon



Team Details:

S no.	Team Member Name	Team Member Role	Team Member Mail ID
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Track & Problem Statement:

Track Chosen: (*Business and Commerce*)

- **Problem Statement : BC-03 - Conversational Lead Qualifier**



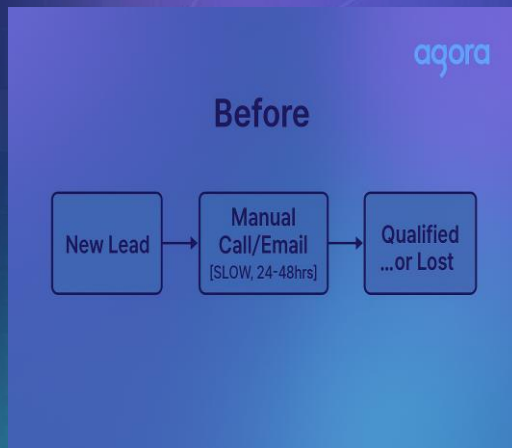
Problem Description:

- The "Lead-Lag" Problem: Businesses lose sales before the first conversation.

Core Issues:

- Slow Response:** High-intent leads go "cold" in minutes. Manual calls can't keep up.
- High Cost:** Sales teams waste ~40% of their time on repetitive, low-value qualifying calls.
- Lost Revenue:** Slow, inefficient processes mean missed opportunities and a weak sales pipeline.

~A conversational AI can automate this process, saving time and improving accuracy by collecting and analysing customer responses in real time.





Proposed Solution / Idea Overview:

- **Proposed Solution (NovaQualify)**
- **Our Solution: NovaQualify :**

An intelligent, 24/7 AI Sales Assistant that *instantly* qualifies leads using real-time, human-like voice and chat.

How It Works:

The Proposed Solution:

(1) Engage

Customer interacts with AI (voice or chat) on the website.

(2) Converse

Agora's Web SDK captures live, real-time voice.

(3) Qualify (AI)

AI asks key qualifying questions (e.g, Budget, Timeline, Needs)

(4) Score

The lead is given an instant "Quality Score" (e.g. Hot, Warm, Cold)

(5) Route: Hot leads are immediately routed to a live sales agent. Cold leads are added to a nurture-list.

Technology Stack:

- **Frontend:** React (For a dynamic, responsive chat/voice interface)
- **Backend:** Node.js (For managing API calls and business logic)
- **Real-Time Comms:** Agora Web SDK (The core engine for instant voice & chat)
- **AI Engine:** OpenAI / LLM (For natural language understanding & response generation)
- **Database:** MongoDB / Firebase (To store lead summaries and scores)

Tech Stack Used



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Additional Notes:

USP & Business Impact:

- **Our Unique Selling Proposition (USP):**

1. **It's NOT a Clunky Bot:** We use **Agora's real-time voice**. This is a natural, fast *conversation*, not a slow "type-wait-reply" bot.
2. **Instant Scoring:** We don't just "collect info." We analyze and *score* the lead's intent immediately.

- **Business Value:**

1. **Increase Conversion:** Engage leads 24/7 at their *peak* moment of interest.
2. **Cut Costs:** Frees up your sales team to *close* deals, not just dial numbers.

Scalability: Qualify 1,000 leads as easily as 10.

- **Future Scope & Roadmap**

