



Executive Summary

The Outbound Calling Agent automated lead calls for EdTech sales teams, reducing manual effort by 60% and improving lead response rates by 40%. With easy integration, centralized logs, and a control dashboard, it streamlined outreach while cutting costs and boosting efficiency.

Client Profile

Industry: Sales Teams & Telemarketers, EdTech & Coaching Institutes  
Location : India

Business Challenge

- Too much time spent on manual calling leads
- High cost of hiring and managing call staff
- No single place to track or monitor call activity

Objectives

- Automate calling leads at regular intervals
- Cut down manual work and reduce costs
- Offer full visibility and control through a dashboard

Solution Overview

- Agent makes voice calls at customizable time intervals
- Logs all activity with summaries in a Central place
- Dashboard to manage activation, intervals, and view logs

Implementation Details

- 1.5-week development sprint
- Integrated the agent with Google Sheets.
- Configure the agent to automatically initiate calls at defined time intervals.

Key Results

- Manual call workload will reduce by 60%
- Lead response rate will improve by 40%
- All calls will be 100% traceable through detailed logs

Testimonial

" This bot will change how we handle our outreach. Our team will become faster and more focused."  
— Head of Sales, EdTech & Coaching Institutes

Key Takeaway

A well-designed outbound calling bot can reduce manual effort, increase lead engagement, and bring measurable sales growth all with minimal operational overhead.

Impact at a Glance

+85%

Innovation

+100%

Client Satisfaction

0 Bugs

Signed Off Without Fixes

+85%

Quality