The most human call is the most *automated one*

Which calls to protect, and how to automate everything around them

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HOMEDAY

babelforce

Three tests for a call worth protecting

1

Speed

Does the first response decide the outcome?

2

Stakes

Does one mishandled call cost real money?

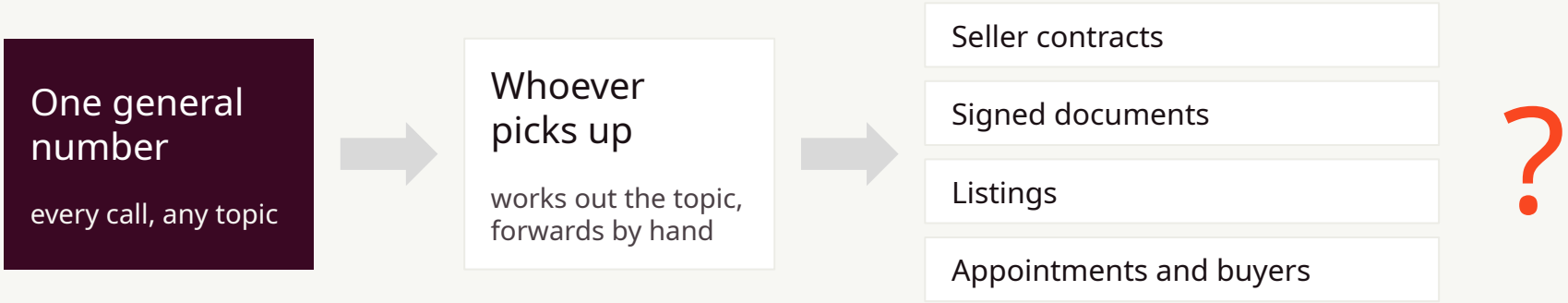
3

Variety

Is every conversation too different for a script?

Pass all three, and the call needs your best person.

2021: one number, and the rest was luck



Inbound

No routing, no way to sort a call before someone said hello.

Outbound

Agents clicked a number, waited, hit voicemail, noted it, clicked the next.

Change

Product manager, ticket, developer: two weeks at least, if possible at all.

Before the call: the agent never sees a list

Before the call | The pickup | After the call

The dialer connects people, not ringing

Agents join only when a person picks up.

470,000+ dead ends screened out

Unreachable people and numbers screened automatically since 2022.

Homeday's rules, not the tool's

Priority queues, auto re-queue, custom recycling rules.

The pickup: the agent knows who's calling and why

Before the call | **The pickup** | After the call

Routed before hello

Every caller goes straight to the right specialist team.

Caller look-up

Customer record on screen before the agent answers.

One owner per deal

Direct numbers per team and agent keep every deal with one owner.

After the call: the outcome flows back by itself

Before the call | The pickup | **After the call**

Homeday's own lead states

Call outcomes update the CRM automatically.

Nothing falls through

Missed calls and voicemails get followed up automatically.

Every call reported

Length and agent logged for every call, a first for Homeday.

The people closest to the call hold the controls

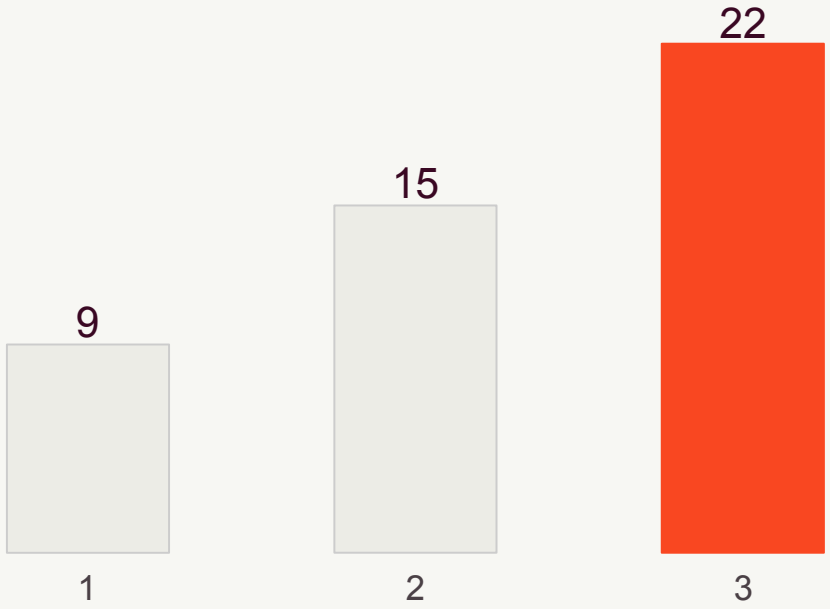
2 weeks → same day

to change a routing rule

0

tickets to change a call flow

More than twice the conversations per agent-hour



9 → 22

calls handled per agent-hour, 2021 to today

What shrank was the dead time between conversations. *The conversations stayed human*.

High speed where speed decides

84,000

calls a month

87%

of calls answered within 20 seconds

26s → 14s

average queue wait, since late 2023

And a person at the center of every one.

Next: the caller chooses

Pre-sales caller



- Speak to a person
- Speak to an AI agent

Built by Homeday's own team, without a support ticket. The choice, the routing and the controls stay with the people who know the callers.

Tomorrow, 10:50

AI Works Best on a Short Leash: Customer interactions that feel personal, AI that stays on script.

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What's eating *your resources?*

Bring us a process. Leave with a plan.

Try the AI readiness checker



Booth K05