

Gastamo - Kamil

Outbound Recruitment Voice Agent

Automated German-language lead qualification & offer introduction

Client	Gastamo
Agent Name	Kamil
Language	German (Deutsch)
Platform	VAPI
Orchestration	n8n
Lead Source	Facebook Lead Ads

Project Overview

Gastamo is a Polish recruitment agency that places Polish-speaking professionals directly into permanent employment across Germany, Austria, and Switzerland. Their sales process begins when companies fill out a Facebook inquiry form expressing interest in hiring workers. The problem was converting those inbound leads into qualified pipeline - quickly, consistently, and at scale - without tying up human sales time on cold discovery calls.

Problem Statement

The recruitment sales team faced three core challenges:

- Facebook leads had no structured follow-up - each call was handled differently by different agents, resulting in inconsistent qualification and missed opportunities.
- Sales agents were spending time on low-intent leads, manually asking basic questions (what profession, how many staff, when needed) before they could even begin pitching.
- The flagship Premium package - the highest-value and most client-friendly offer - was not always being presented confidently or at all, leading to suboptimal conversions.
- There was no standardized objection handling, meaning common pushbacks (too expensive, need to think, comparing providers) were addressed inconsistently.

Solution

We built Kamil - a German-language AI outbound voice agent deployed on VAPI - to handle the full lead qualification and offer introduction call on behalf of Gastamo. Kamil contacts every Facebook lead automatically, gathers the mandatory information, presents the Premium package clearly, and closes by sending a follow-up email with candidate profiles. Human sales agents only step in once a lead is fully qualified and ready for a deeper conversation.

The Voice AI Agent - Kamil

Kamil is designed to sound like a confident, professional recruiter - not a scripted bot. The system prompt enforces a direct, no-small-talk communication style and defines a strict German-only policy. The agent never reveals it is AI-powered unless sincerely asked, at which point it identifies itself as Gastamo's virtual assistant.

The call flow follows a deliberate five-stage structure:

- Opening - Kamil identifies himself and references the Facebook form the lead submitted, immediately establishing context and legitimacy.
- Qualification - Three mandatory questions are collected in natural sequence: which profession(s) are needed, how many employees, and from when.

- Company introduction - After qualification, Kamil delivers a brief credibility statement: 10+ years placing Polish professionals directly into permanent roles, with German language skills and verified qualifications.
- Offer presentation - Kamil presents the Premium Package as the default recommendation and offers the lead a choice: receive the details by email now, or hear a 30-second summary on the call.
- Call closure - Depending on the lead's choice, Kamil confirms the email will be sent and closes naturally without scripted farewell phrases.

Package Structure

Kamil is briefed on three cooperation packages, but is instructed to lead exclusively with Premium:

Package	Description	Price
PREMIUM ★	2-year partnership. Unlimited recruitments, no per-hire fees, free employee replacement throughout. Dedicated account manager.	€1,895 one-time
BASIC	One-time single hire. 30-day replacement window. Suited to simple, non-specialised roles.	€795 + €795 after hire
SERVICE	Seasonal / project staffing. Hourly billing model (€1/hr per worker). Up to 6 months, free replacement within period.	€995 activation + €1/hr

Objection Handling

Kamil is equipped with scripted responses for the most common sales objections encountered during outbound recruitment calls:

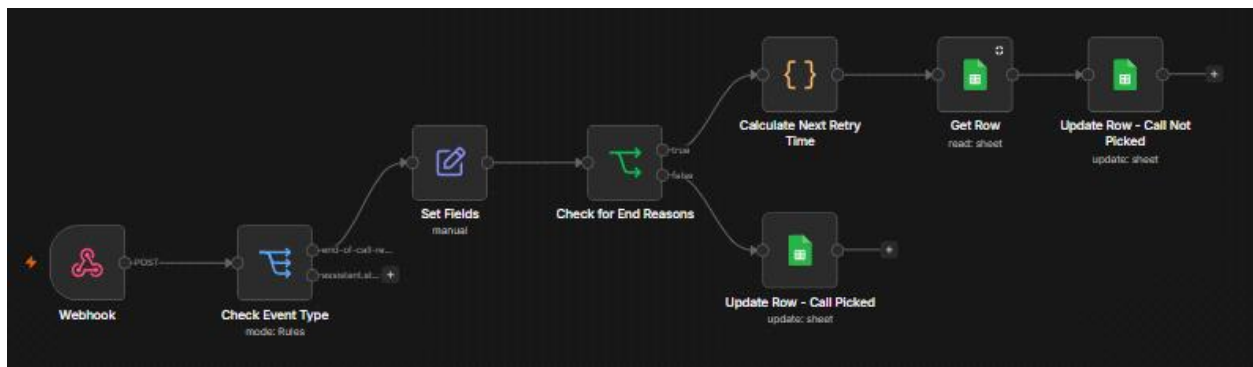
- Bad timing / callback request - Kamil acknowledges, asks for a preferred callback time, and closes without pushing.
- AI / robot question - Kamil transparently identifies as Gastamo's virtual assistant and explains its role.
- Too expensive - Kamil reframes cost around value: a working process, not just CVs; replacement included; cheaper than repeated internal recruitment.
- Need to think - Kamil probes whether the hesitation is about budget or scope, then guides toward a resolution.
- Comparing with competitors - Kamil prompts the lead to compare specifically on replacement guarantees and hidden fees.
- Lead is a job seeker, not an employer - Kamil acknowledges, promises a job offer email, and ends the call immediately.

n8n Automation Backend

The backend is built in n8n and consists of three functional layers: outbound campaign management, post-call analysis & logging, and an automated retry system for unanswered calls.

1 - Post-Call Analysis

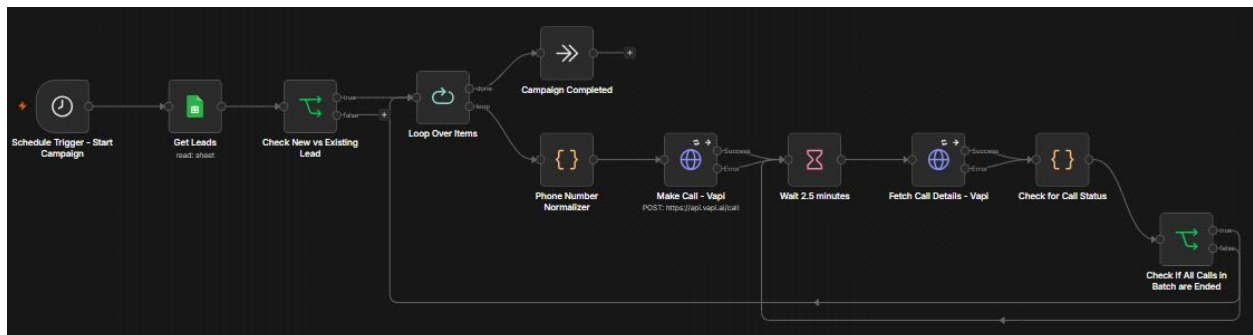
When a call ends, VAPI fires a webhook to the post-call-analysis endpoint. The workflow checks the event type using a Switch node. For end-of-call-report events it extracts all structured outputs from Kamil - profession(s), employee count, start date, call summary, callback time, and success evaluation - then checks the end reason. If the call was not picked up (voicemail, no answer, busy, connection error), it calculates the next retry time and marks the row accordingly. If the call was answered it writes call_picked = YES to the Google Sheet.



Post-Call Analysis workflow - Webhook → Event routing → Structured output extraction → Sheet update

2 - Outbound Campaign

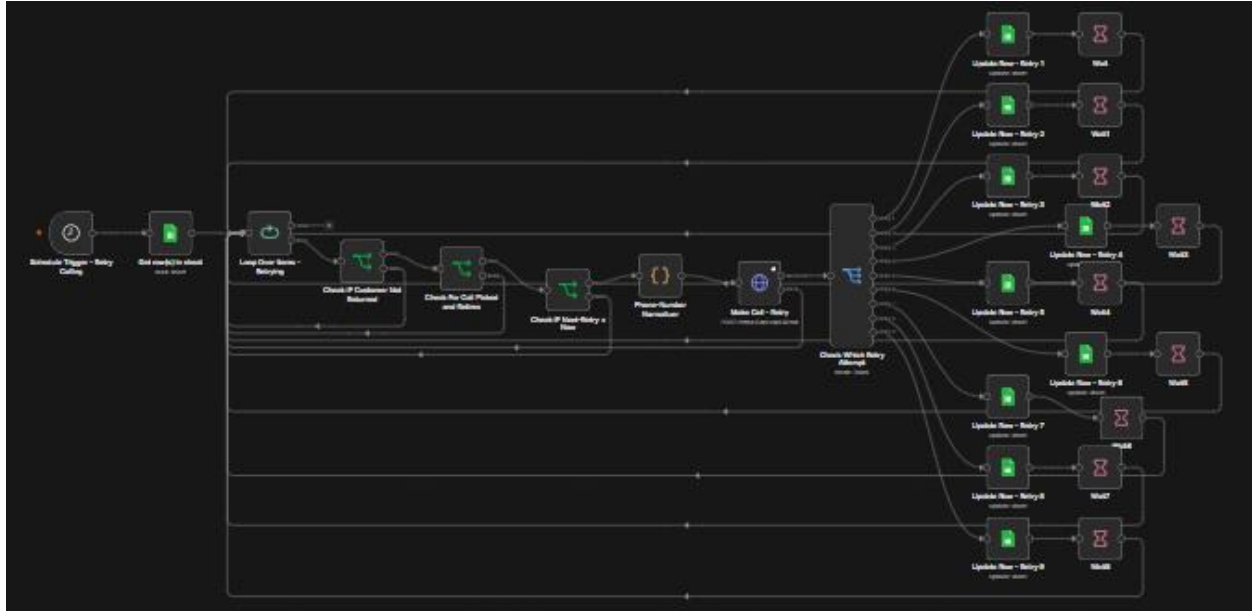
A Schedule Trigger fires the campaign at a set time. It checks whether leads are new or already exist in the sheet, then reads all pending leads from Google Sheets. Leads are processed in batches of 8 using SplitInBatches. For each batch, a Phone Number Normalizer code node strips whitespace and ensures international format. The VAPI call is then fired via the Vapi API, injecting the lead's company name and email as variable overrides into Kamil's prompt. After firing, the workflow waits 2.5 minutes, polls VAPI for call status, and loops until all calls in the batch have ended before processing the next batch.



Outbound Campaign workflow - Schedule Trigger → Lead fetch → Batch loop → VAPI call → Status polling

3 - Retry System

A separate Schedule Trigger runs the retry campaign for leads whose calls were not picked up. It reads all rows where call_picked is not YES, then loops through them using SplitInBatches. For each lead it checks whether the lead has already converted (returned). If not, it checks whether enough time has passed since the last attempt. If the retry window has passed, it normalises the phone number and fires another VAPI call. A Switch node routes to the correct Update Row node (Retry 1 through Retry 9), which records the attempt timestamp and increments the retry counter. A scheduled wait node then holds before the next batch is processed. The system supports up to 9 automated retry attempts per lead.



Retry System workflow - Schedule Trigger → Unanswered leads → Retry window check → VAPI recall → Up to 9 attempts

Key Design Decisions

Premium-First Selling Strategy

Kamil is explicitly instructed to recommend the Premium package by default for every lead - regardless of stated company size or need. Basic and Service packages are only referenced when a lead explicitly requests a comparison, and even then, only to reinforce why Premium is the better choice.

Numbers Spoken as Words

A hard rule is enforced throughout: all numbers must be spoken as German words, never as digits. This is critical for TTS voice output - "eintausendachtthundertfünfundneunzig" renders correctly; "1895" often gets mispronounced. This applies to prices, dates, quantities, and all other numeric values.

Natural Call Closure

Kamil is deliberately prohibited from using fixed closing phrases or asking "Can I help with anything else?" - language that sounds scripted. The call ends naturally after the last meaningful exchange, mirroring how an experienced human sales rep would close.

Email Collection Hard Rule

Kamil never asks the lead to confirm, spell, or verify their email address. The email captured in the Facebook lead form is assumed correct. Kamil only informs the lead that the email is on its way - eliminating a friction point that commonly stalls outbound calls.

Automated Retry up to 9 Attempts

Leads that don't pick up are automatically re-queued for retry without any manual action from the team. The system tracks each attempt with a timestamp and retries up to 9 times with configurable wait windows between attempts.

Tech Stack

Component	Tool / Platform
Voice AI Agent	VAPI
Automation / Orchestration	n8n
Lead Source	Facebook Lead Ads
Data Source & Tracking	Google Sheets
Outbound Calling	VAPI Outbound Call API
Post-Call Logging	n8n Webhook + Google Sheets Write
Retry Scheduling	n8n Schedule Trigger (up to 9 attempts)
Agent Language	German (Deutsch)

Results

- Full outbound lead qualification automated - every Facebook inquiry is called without any manual dialling.
- Consistent Premium package presentation on every call, eliminating variation between human agents.
- Structured data collected from every call: profession(s) needed, headcount, start date, and call summary.

- Objection handling standardised across all calls with scripted, conversion-tested responses.
- Immediate post-call email dispatch with candidate profiles and offer details - reducing time-to-follow-up to near zero.
- Unanswered leads automatically retried up to 9 times with tracked timestamps - no manual follow-up required.
- Human sales time reserved exclusively for warm leads who have already been qualified and pitched.

The Kamil agent handles the most time-intensive part of Gastamo's sales funnel - the cold discovery call - entirely autonomously, allowing the human team to focus on closing.