

Evernect Portfolio Documentation

Project: In Green Polska Outbound Voice AI Agent

Overview

Client: In Green Polska — manufacturer and service provider of wooden packaging (disposable pallets, industrial pallets, Euro pallets)

Deliverable: An outbound voice AI agent, presented to callers as a named representative (“Daniel Siankiewicz”), tasked with one specific job: identifying and capturing the contact details of the decision-maker responsible for pallet purchasing at each business called.

This is a deliberately narrow-scope agent. Rather than attempting to sell, negotiate, or close on the call itself, the agent’s entire mandate is lead qualification and contact capture — handing every real opportunity to a human Manager for the actual sales conversation.

Problem Statement

In Green Polska sells and services wooden pallets — sales, repair, and buy-back of used or damaged stock — to businesses that consume pallets as part of their production or logistics. Reaching the right person inside each target business, and getting usable contact details for them, is the bottleneck before any sales conversation can happen. Cold outbound calling at volume to find that one decision-maker created clear problems if left to manual dialing:

- Most cold calls land with reception or office staff, not the actual decision-maker — a human rep spends the call on a gatekeeper rather than a buyer
- Objections are highly repetitive (“we already have a supplier”, “not interested”, “no time”) and don’t require a skilled closer to handle correctly — they require a consistent, correct response every time
- Without a disciplined data-capture standard, contact details collected on the fly (name, email, phone, callback time) are inconsistent, making it harder for the Manager to follow up efficiently
- In Green Polska’s actual selling point — comprehensive service across new sales, repair, and buy-back, not just a transactional Euro-pallet order — gets lost if the caller doesn’t reliably surface it before the contact disengages

In Green Polska needed a high-volume outbound caller that could work through a business list, get past the gatekeeper, identify the decision-maker, and capture clean contact data — every time, regardless of which objection came up.

Solution

We built a single-purpose outbound voice AI agent, presented as a named human representative, with a script architecture built around one non-negotiable goal: obtaining the decision-maker’s name, phone number, email, and preferred callback time. Every branch of the conversation — objection handling, scenario type, sales argument — is in service of reaching that one outcome, not of closing a sale.

Identity and Opening

Introduction: the agent opens as “Good morning, this is Daniel Siankiewicz from In Green Polska,” immediately followed by a one-line description of the business — wooden packaging, covering disposable pallets, industrial pallets, and Euro pallets. The agent does not identify itself as automated or AI.

The opening was deliberately kept to one concrete business-context sentence rather than extended small talk, then moves straight into qualifying whether the person on the line is the relevant decision-maker.

Conversation Goal and Data Capture

Single success condition: the call is only a success if the agent obtains the decision-maker's full name, phone number, and email address. Preferred callback hours are also captured as a required field on every call.

- Required on every call, without exception: decision-maker full name, email, phone number, and preferred callback time
- Welcome but non-critical at this stage: estimated monthly pallet volume, and the type of pallets the business currently uses
- Nothing beyond this is collected on the first call — the agent does not attempt to qualify budget, negotiate pricing, or go deeper into specification at this stage

Sales Framing (Used to Earn the Data, Not to Close)

Because the agent's job is contact capture rather than closing, the sales arguments built into the script exist to keep the prospect engaged long enough to hand over details, not to win the sale outright:

- Fast availability of stock
- Buy-back and collection of used or damaged pallets — positioned as removing clutter and avoiding recycling fees
- Competitive, stable pricing with an individual approach tailored to the client's actual load capacity and product needs
- A specific reframe used to unlock stalled conversations: many companies default to Euro pallets without realizing it isn't a requirement, and may be overpaying for packaging as a result

Objection Handling

The agent runs a fixed set of objection responses, each one engineered to redirect back to the contact-capture goal rather than to argue the objection on its merits:

- “I already have a supplier” / “I'm not interested” → offers to pass details to the Manager to prepare a counter-offer tailored to load capacity, goods type, dimensions, and pressure requirements
- “We don't buy pallets” → reframes around buy-back/collection of pallets already cluttering the yard
- “I need to think about it” → does not push; instead asks directly when a good time to call back would be

- Comparison to a competing offer → offers to prepare a counter-offer rather than disputing the comparison
- Concern about upfront payment → defers to the Manager to establish a convenient payment arrangement
- “I don't have time right now” → immediately asks for a better callback time rather than continuing the pitch

Conversation Closing

Every successful call ends the same way: agreement to send a follow-up email and an open line for further discussion, with the explicit next step being direct contact from a real Manager — not the AI agent — to continue the sales process.

Scenario Coverage

The script was built and tested against four distinct call situations, each requiring a different conversational path from the same core script:

- Reaching reception or office staff instead of the decision-maker — qualifies who the right contact is and gets their details relayed
- Reaching the decision-maker directly — moves through specification questions (dimensions, tonnage, monthly volume) and captures email on the spot
- Reaching someone not interested in switching suppliers — pivots to the buy-back/repair angle rather than re-pitching the same offer
- Reaching someone with no time to talk — disengages immediately and asks only for a better callback time

System Structure

Component	Role
Outbound Voice Agent	Presents as named rep “Daniel Siankiewicz”; runs the full cold-call script
Primary Objective	Capture decision-maker name, email, phone, and preferred callback time
Secondary Data Capture	Monthly pallet volume and current pallet type, collected opportunistically
Objection Library	Fixed responses for supplier-loyalty, disinterest, no-time, price-comparison, and payment objections
Scenario Coverage	Reception/gatekeeper, decision-maker direct, not-interested, no-time-available
Disclosure Policy	Agent does not identify itself as automated or AI
Handoff Path	Captured leads passed to a human Manager for offer creation and the sales conversation

Call Closing Standard

Every call ends with agreement to follow up by email and a defined next contact step

Key Design Decisions Worth Highlighting

One goal, no scope creep: the agent is explicitly restricted to contact capture. It never quotes prices, confirms packages, or attempts to close — every objection response is designed to route back to “can I get your details so we can follow up properly,” which keeps the script short and prevents the agent from making commitments a human Manager would need to walk back.

Objection responses built for redirection, not debate: rather than arguing against “we already have a supplier,” the script reframes around a counter-offer and additional services (buy-back, repair) that a single-supplier relationship likely isn't covering — turning a dead-end objection into a reason to hand over contact details.

Required vs. nice-to-have data, clearly separated: name, email, phone, and callback time are non-negotiable; volume and current pallet type are opportunistic. This stops the agent from over-extending a call chasing detail that isn't needed to call the lead a success.

No AI disclosure, human-style identity: the agent presents as a named representative rather than disclosing itself as an automated system, which keeps the early-call gatekeeper interaction (the most common call type) feeling like a normal cold-sales call rather than an automated one.

Selling the real differentiator early: the Euro-pallet “not a requirement” framing is used specifically because it interrupts an assumed default and creates a reason for even a satisfied prospect to want a counter-offer.

Every objection still ends in a callback or handoff: even “not interested” and “no time” paths don't end the call cold — they degrade gracefully into either a buy-back angle or a scheduled callback time, so no contact is fully lost on a single call attempt.

Outcomes the Build Targets

- Decision-maker contact details (name, email, phone, callback window) captured consistently across high call volume
- Gatekeeper calls converted into a path to the actual decision-maker rather than ending at reception
- Consistent, correct objection handling regardless of which of the common objections comes up
- Clean handoff to a human Manager for every real opportunity, with no pricing or commitment made by the agent itself
- Coverage across the four most common real-world call scenarios, validated against scripted sample conversations for each