

## Evernect Portfolio Documentation

# Project: Knight Frank Outbound Voice AI Agent Pipeline

## Overview

**Client:** Knight Frank — global commercial real estate agency

**Deliverable:** A three-agent outbound voice AI pipeline covering database qualification, new-listing promotion, and post-listing follow-up, each handled by a purpose-built voice agent operating on a staged call cadence.

Unlike a single inbound receptionist handling one conversation type, this build required three distinct outbound personas — each triggered at a different point in the sales lifecycle, each carrying its own script logic, escalation rules, and call cadence, but all feeding the same underlying lead and property data.

## Problem Statement

Knight Frank's commercial property desk relied on manual outbound calling for three separate, recurring jobs: refreshing the owner database to surface hidden requirements, alerting the existing database every time a new listing went live, and chasing up everyone who showed interest in that listing until they converted or went cold. Run manually, this created three core problems:

- Database-wide qualification calls (“do you have any requirements?”) were repetitive, low-skill conversations that consumed agent time without needing an agent's judgement for 90%+ of calls
- New listings need to reach the entire active database fast — manual calling can't promote a property to hundreds of contacts before buyer urgency cools
- Interested leads need consistent, scheduled follow-up (confirmation, re-engagement, heat-check) over a multi-week window — exactly the kind of process that degrades when left to individual rep memory and bandwidth

Knight Frank needed all three motions automated, sequenced correctly relative to each other, and handed off to a human agent only at the point a lead actually needs one.

## Solution

We built a three-agent voice AI pipeline, each agent mapped to one stage of the lifecycle: Jacqui (database qualification), Gabbi (new listing promotion), and Becky (interest follow-up and heat tracking). Each agent runs its own call script and escalation logic, but the pipeline is sequential by design — Gabbi's calls feed Becky's call list, and both feed warm leads back to a human Knight Frank agent at the right trigger point.

### Agent 1 — Jacqui (Database Qualification)

**Role:** Ongoing database refresh and requirement-mining, independent of any specific listing.

Jacqui calls through the existing contact database on a rolling basis, identifying herself as calling from Knight Frank to update records and surface any live commercial property requirement — buying, selling, or leasing. The call follows a branching script with three sequential layers depending on the contact's response history:

- First contact: opens with a database-update framing, asks directly about buy/sell/lease requirements, then asks a softer follow-up about being notified of exceptional-value opportunities even if the contact has no current need
- Second contact (8 weeks later): re-opens the same requirement question, but on a negative response also confirms whether the contact is a property owner — a data point worth capturing even from a “no”, since it qualifies the contact for future listing alerts
- Third contact (8 weeks later again): pushes one step further, asking owners to confirm their property address directly, with a built-in objection-handling line about Knight Frank's market reach and off-market opportunity framing if the contact pushes back
- Any genuine requirement surfaced at any layer is escalated immediately — Jacqui does not attempt to qualify or sell, only to identify and hand off to a human agent within 24 hours

**Call cadence rule:** repeat contact every 8 weeks, weekdays only (Sydney business hours), excluding anyone who has opted out of further calls.

## Agent 2 — Gabbi (New Listing Promotion)

**Role:** Campaign-trigger calling — fires across the full eligible database the moment a new property is listed.

When a Knight Frank agent lists a new property, Gabbi calls the entire active database (minus opt-outs and do-not-call contacts) to promote that specific listing. The script leads with urgency — framing the vendor as motivated and the listing as a value opportunity — then offers to send the information memorandum.

- Positive response: confirms the contact's email address on the call and logs them to receive the information memorandum
- Clarifying questions about the property type are answered from listing data already loaded against the call
- Negative response on this listing: Gabbi pivots immediately into Jacqui's requirement-qualification script, so a “no” to one property doesn't end the conversation — it becomes a check for any other live requirement
- Any contact needing more than the standard script can offer is escalated to a human agent

**Output:** Gabbi sends the information memorandum (linked or attached) to every contact who said yes, and logs exactly who received it under that specific listing — this list becomes Becky's call queue.

## Agent 3 — Becky (Follow-Up & Heat Tracking)

**Role:** Structured, time-boxed follow-up on every contact who expressed interest via Gabbi, run as a 3-week cadence.

Becky's call list is generated directly from Gabbi's positive responses. The follow-up is staged in time, with the script and objective shifting at each stage:

- Day 2 after Gabbi's call: confirms the information memorandum was received, answers basic questions, and resends the email on the spot if the contact says they didn't get it
- Week 2: reframes around vendor urgency (“the property must be sold”) and asks directly what price level would generate interest — designed to surface real intent rather than passive interest
- Weeks 1–3: every call outcome is classified as hot, warm, or cold and logged into a running report
- By week 3, any contact still showing hot or warm signal who hasn't already been connected to a human agent is escalated directly, based on their classification and stated bidding intent

**Output:** a structured hot/warm/cold report per listing, giving the Knight Frank sales team a ranked, evidence-based view of real buyer intent — instead of relying on whoever happened to take the inbound call back.

## Pipeline Logic

The three agents are sequenced, not parallel: Jacqui runs continuously in the background regardless of listings; Gabbi triggers only on a new listing event and produces the interested-contact list; Becky consumes that list and runs a fixed 3-week follow-up clock against it. Each agent escalates to a human agent at a different trigger — Jacqui on any genuine requirement, Gabbi on any request beyond the standard script, Becky on sustained hot/warm signal by week 3 — so human time is spent only where a real deal is forming.

## System Structure

Component	Role
Agent 1 — Jacqui	Outbound database qualification voice agent (requirements mining)
Agent 2 — Gabbi	Outbound campaign voice agent (new listing promotion)
Agent 3 — Becky	Outbound follow-up voice agent (interest confirmation & heat tracking)
Call Cadence Logic	8-week recall cycle (Jacqui), event-triggered campaign (Gabbi), 3-week follow-up clock (Becky)
Suppression Handling	Shared opt-out / do-not-call list checked by all three agents before dialing
Lead & Listing Data	Spreadsheet / CRM-backed contact and listing records, shared across agents
Escalation Path	Defined handoff to a human Knight Frank agent per agent, triggered on genuine intent
Reporting Output	Hot / warm / cold interest report per listing, generated from Becky's call outcomes

## Key Design Decisions Worth Highlighting

**Lifecycle-stage agents, not one generalist agent:** each agent has one job and one script tree. Jacqui never promotes listings, Gabbi never chases multi-week follow-up, and Becky never cold-qualifies the wider database. This keeps each script short, predictable, and easy to update independently when Knight Frank's process changes.

**Built-in pivot logic:** Gabbi doesn't treat a "no" to a listing as a dead end — she pivots straight into Jacqui's requirement question. This captures upside from a campaign call without needing a separate outreach pass.

**Time-boxed, classified follow-up:** Becky's 3-week, hot/warm/cold structure turns informal "interested" leads into a ranked list with a hard decision point at week 3, rather than letting interest quietly go stale.

**Opt-out and do-not-call enforcement at every layer:** all three agents check the same suppression list before calling, and a single opt-out instruction removes a contact from every future Jacqui, Gabbi, and Becky cycle.

**Cadence discipline:** Jacqui's strict 8-week, weekdays-only, business-hours-only recall window prevents the database from being over-called, while Becky's fixed 3-week follow-up window keeps every live listing's lead list from running indefinitely without resolution.

**Human handoff at the moment of real intent, not before:** none of the three agents attempt to negotiate, qualify price expectations beyond a single direct question, or close. The moment genuine intent appears, the call routes to a human Knight Frank agent within a defined SLA (24 hours for Jacqui's leads).

## Results

- Entire contact database kept warm on a continuous 8-week qualification cycle without manual dialing
- Every new listing promoted to the full eligible database immediately on launch, with interest captured and logged in real time
- Consistent, scheduled 3-week follow-up on every interested contact, replacing ad-hoc rep memory with a structured hot/warm/cold report
- Human agent time reserved for genuine requirements, real objections, and confirmed buyer intent only
- Opt-outs and do-not-call contacts respected automatically and permanently across all three agents
- Clear, auditable record of who was contacted, what was sent, and what their stated interest level was, per listing