

IT SERVICES

An always-on sales development agent for an IT consultancy

A fast-growing consultancy had warm leads waiting days for follow-up and thousands of dormant CRM records. Wexa deployed an agent that works like a full-time SDR, around the clock.

6–7×

qualified meetings per month (5–6 → 35–40+)

75–80%

SDR time saved on outreach tasks

Seconds

to acknowledge any inbound lead, 24/7

100%

of dormant CRM leads worked systematically

CLIENT

US IT consultancy (enterprise workflow-platform specialist)

REGION

US / India

WHEN

2025

ENGAGEMENT

Production deployment

WEXA COMPONENTS

AI SDR agent · CRM, email and calendar connectors

The challenge

- Warm website and demo leads waited hours or days for a reply
- Thousands of CRM contacts dormant for lack of bandwidth
- Email writing, follow-ups, enrichment and scheduling took 20+ hours per rep per week
- Broken sequences on colder and mid-funnel leads

What Wexa built

- ✓ Sales outreach agent acting as a full-time SDR
- ✓ Two-way CRM sync for contacts, activity and records
- ✓ Email and calendar integration on the client's own addresses
- ✓ Tone and messaging trained on the client's sales voice; multi-touch sequences personalized by industry, size and interest

How it runs on Wexa

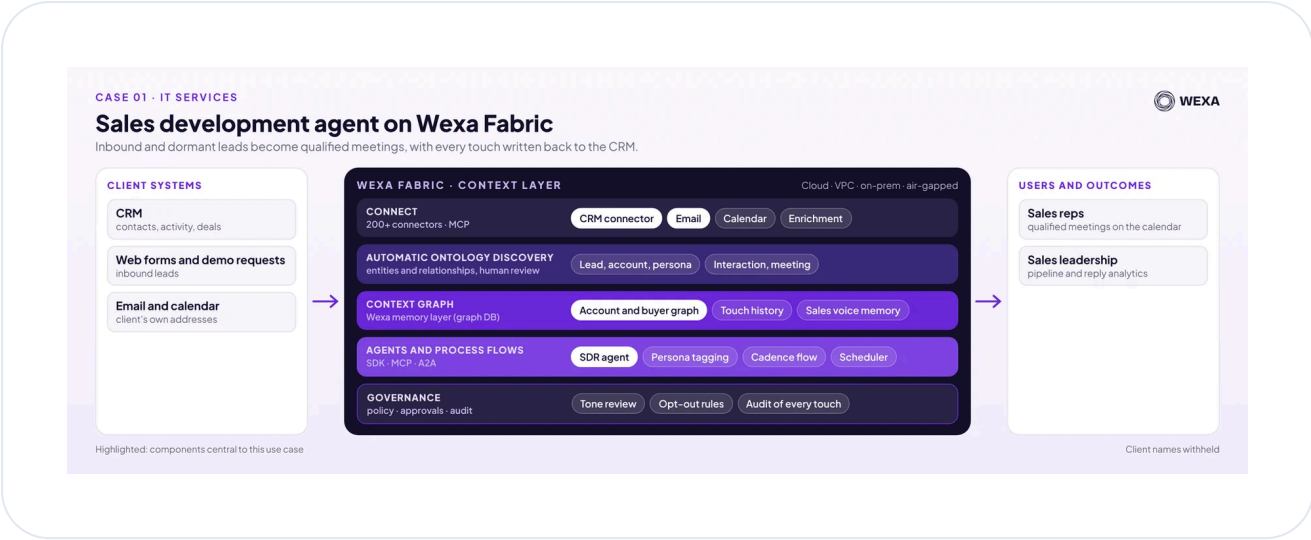


FIGURE How this use case runs on Wexa: client systems connected, ontology discovered, context graph in the Wexa memory layer, agents and process flows, and governance. Highlighted components are central to this use case.

Solution architecture

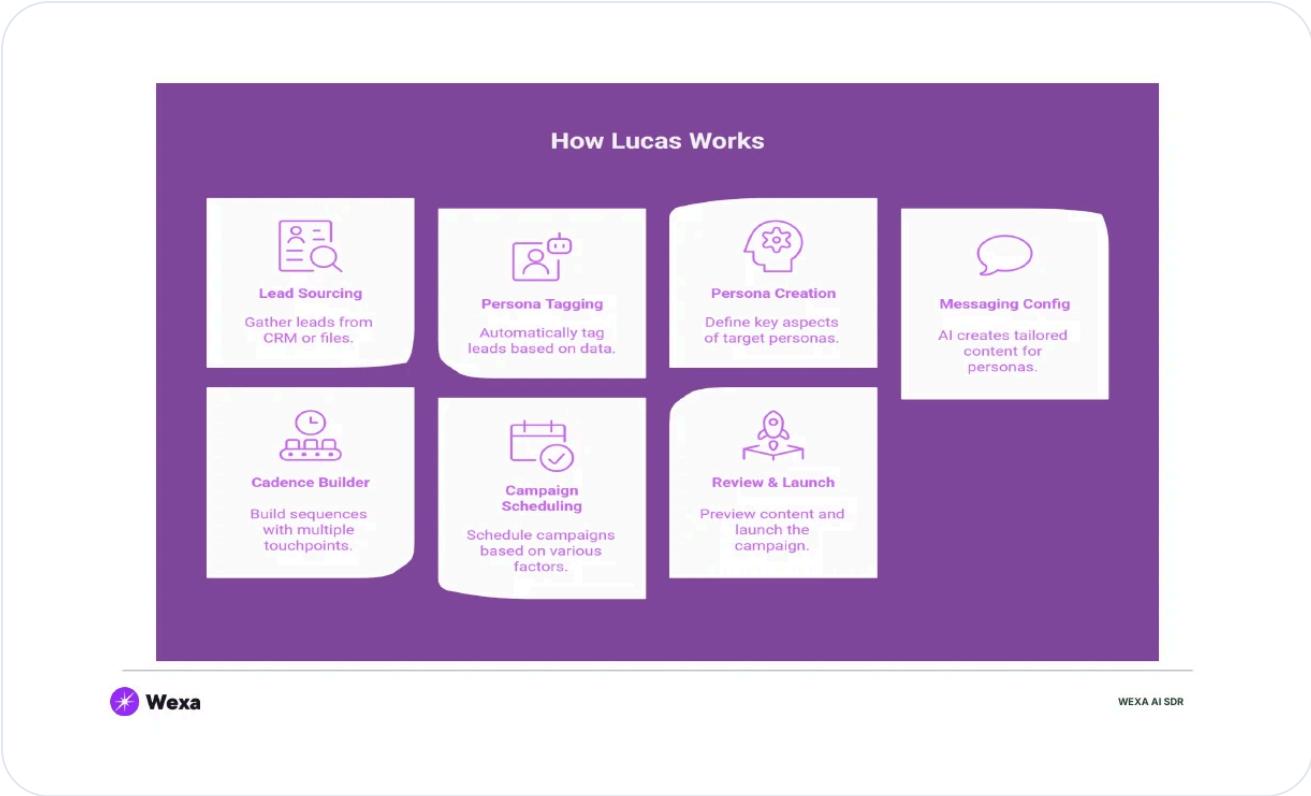


FIGURE How the Wexa sales development agent works: sourcing, persona tagging, messaging, cadence, scheduling, review and launch.

Results

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
SDR capacity to book ~40 qualified meetings a month	4 SDRs	1 SDR supervising the agent
Annual cost of the process	\$260K	\$65K
Time to implement the AI solution	4 months	2 weeks
AI build cost (one-time)	\$192K	\$7K

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
AI operating cost per year (models, infrastructure, upkeep, platform)	\$141K	\$69K
Total AI cost in year 1	\$333K	\$77K

WITH WEXA

\$126K

net annual value to the client after Wexa's
own operating cost

9x

faster to implement

51%

lower AI operating cost

\$256K

less AI spend in year 1

- ✓ Average monthly qualified meetings rose from 5–6 to 35–40+ within the first month
- ✓ Reps reclaimed **75–80%** of outreach time for calls and demos
- ✓ Every inbound inquiry acknowledged within seconds, at any hour



"Our CRM is no longer just a storage space. It's a growth engine. Wexa reactivated leads we forgot existed."

HEAD OF HR AND OPERATIONS, CLIENT

Today the client is also a Wexa channel partner for workflow-platform use cases on Wexa.
