

LOGISTICS TECHNOLOGY

Scaling outreach without adding headcount

Leads from trade shows, inbound forms and partners were outpacing a small sales team. A Wexa agent took over first touch, follow-up and scheduling.

8x

increase in outreach yield

30–40

sales meetings booked per month

15 s

response time to inbound inquiries

15,000

dormant CRM contacts re-engaged

CLIENT

Smart-access technology provider for shipping containers

REGION

Africa / global

WHEN

2025

ENGAGEMENT

Production deployment

WEXA COMPONENTS

AI SDR agent · CRM sync · LinkedIn and email

01 — CASE 02

The challenge

- Thousands of warm leads with slow or no follow-up

- Hours a day lost to manual emails and scheduling
- 15,000+ untouched contacts in the CRM
- Inconsistent tone and quality across reps

What Wexa built

- ✓ Agent trained on ideal customer profiles, product messaging and common objections; live within days
- ✓ Direct CRM sync with every touch logged with timestamps and notes
- ✓ Multi-touch campaigns across email and LinkedIn; replies handled and demos booked automatically
- ✓ Branded persona writing in the client's voice

02 — CASE 02

How it runs on Wexa

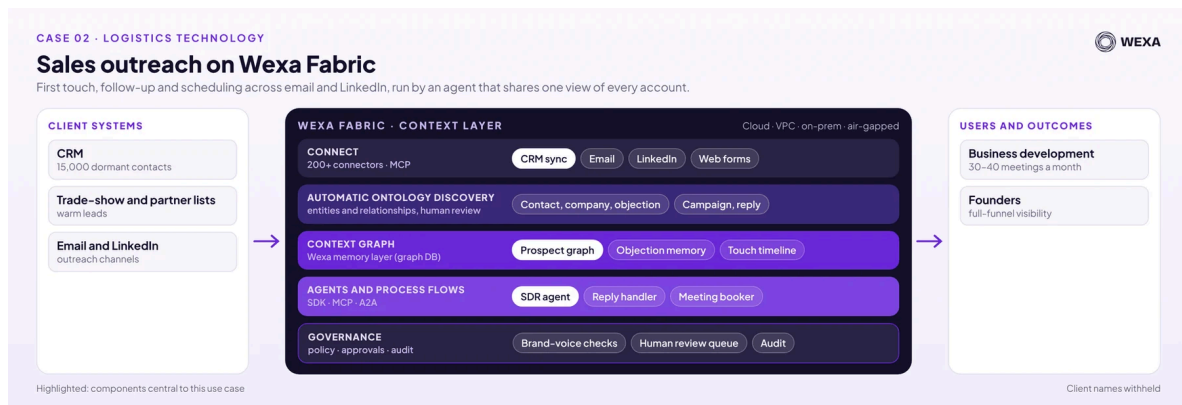


FIGURE How this use case runs on Wexa: client systems connected, ontology discovered, context graph in the Wexa memory layer, agents and process flows, and governance. Highlighted components are central to this use case.

Solution architecture

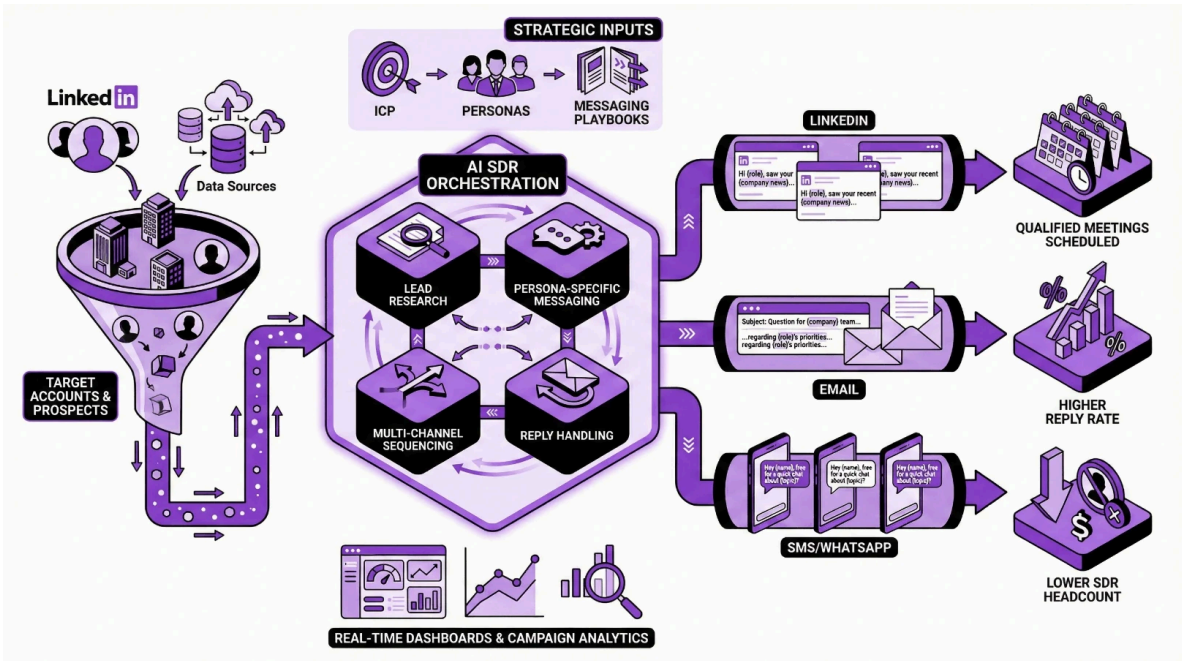


FIGURE AI SDR orchestration: target accounts → research, persona messaging, multi-channel sequencing and reply handling → LinkedIn, email and messaging.

Results

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
Sales staff to work 15,000 contacts and book 30–40 meetings a month	5 SDRs	1 SDR supervising the agent
Annual cost of the process	\$200K	\$40K
Time to implement the AI solution	4 months	1 week
AI build cost (one-time)	\$192K	\$4K

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
AI operating cost per year (models, infrastructure, upkeep, platform)	\$141K	\$69K
Total AI cost in year 1	\$333K	\$73K

WITH WEXA

\$91K

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

16×

faster to implement

51%

lower AI operating cost

\$260K

less AI spend in year 1



"The AI's outreach felt human. Some clients still think they were emailing with a real rep, which speaks volumes about how personal and relevant the messaging was."

BUSINESS DEVELOPMENT LEAD, CLIENT