

IT SERVICES

A repeatable outbound engine for a Salesforce consultancy

A lean sales team was spending more time on admin than selling. Wexa's agent took over outreach, follow-up and scheduling across US and India time zones.

40–50

outbound meetings per month (from ~6–8)

< 2 min

time to first response (from 3–12 hours)

4–5 h

rep email time per week (from ~18)

5x

lead coverage in 45 days

CLIENT

Salesforce consulting and implementation firm

REGION

US / India

WHEN

2025

ENGAGEMENT

Production deployment

WEXA COMPONENTS

AI SDR agent • CRM and email connectors

01 — CASE 03

The challenge

- Slow follow-up even on warm leads

- Thousands of idle CRM contacts
- Manual email, tracking and meeting setup
- Good prospects going cold without a follow-up rhythm

What Wexa built

- ✓ Personalized outreach emails and multi-step follow-up sequences
- ✓ Meeting scheduling and calendar invites
- ✓ Real-time replies to inquiries, including out of hours
- ✓ Connected to the client's CRM and email; campaigns on autopilot

02 — CASE 03

How it runs on Wexa

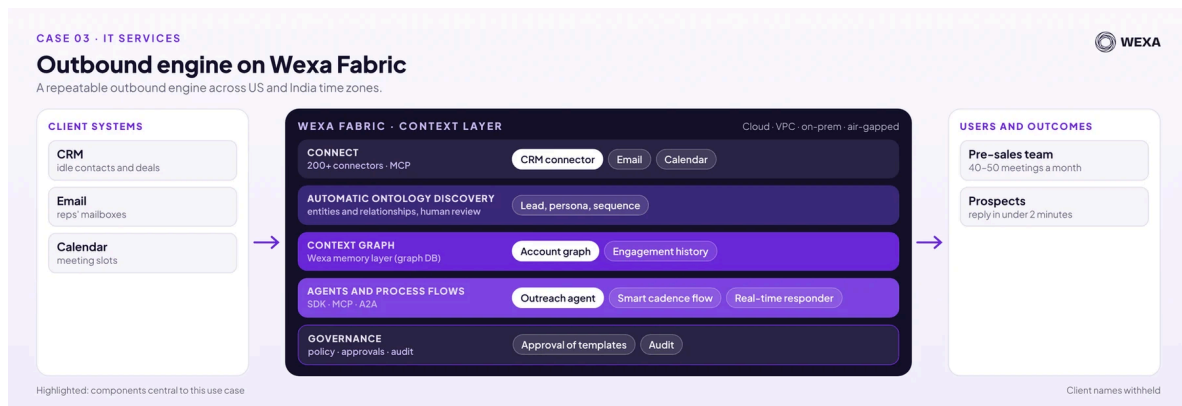


FIGURE How this use case runs on Wexa: client systems connected, ontology discovered, context graph in the Wexa memory layer, agents and process flows, and governance. Highlighted components are central to this use case.

Product in use

Campaign Outreach

Step
3/4

Smart Cadence Builder

Lucas lets you configure multi-touch cadences across email, & LinkedIn with intelligence baked in.

Build 6–12 step cadences across multiple channels

Set delay logic (days, hours), skip rules, stop-on-reply logic.

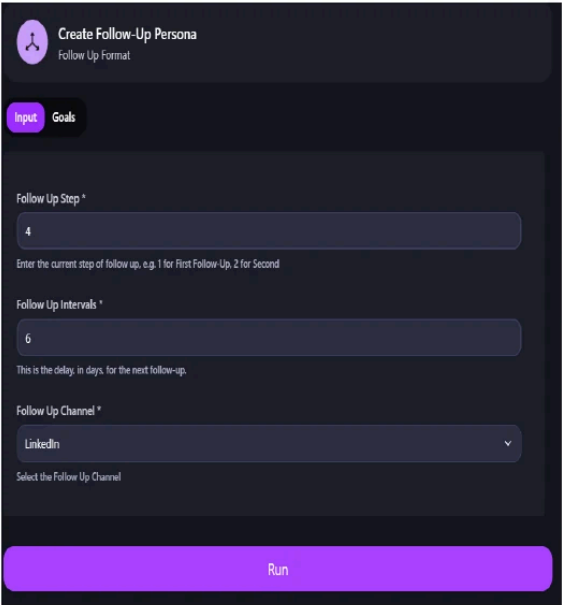


FIGURE The smart cadence builder used to configure multi-touch sequences (product screen).

Results

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
Rep hours on email and follow-up per week (5 reps)	90 hours	23 hours
Annual cost of the process	\$194K	\$50K
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

\$75K

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



**"The Wexa agent has become an integral part of
our sales team. It consistently books meetings for
us, even at 2 AM, and ensures every lead is
followed up."**

PRE-SALES MANAGER, CLIENT

The client now co-presents Wexa solutions to its own customers.