

AUTOMOTIVE

Sales voice agent for a passenger-car manufacturer's website leads

Website leads for cars go cold when calls are slow. Wexa adapted its voice-agent template to call every new web lead, qualify it and book the next step.

Days

to adapt the voice-agent template to a new use case

Every

web lead called by the agent

CLIENT

Large passenger-car manufacturer

REGION

India

WHEN

2025

ENGAGEMENT

Proof of concept

WEXA COMPONENTS

Outbound voice agent · lead scheduler · CRM update

01 — CASE 33

The challenge

- Slow call-back on website enquiries
- Inconsistent qualification

- Limited call-center capacity at peaks

What Wexa built

- ✓ Automatic calls to new website leads
- ✓ Qualification script and next-step booking
- ✓ Dispositions written back for the sales team
- ✓ Same architecture as the dealer and lender agents (see voice-agent figure above)

02 — CASE 33

How it runs on Wexa

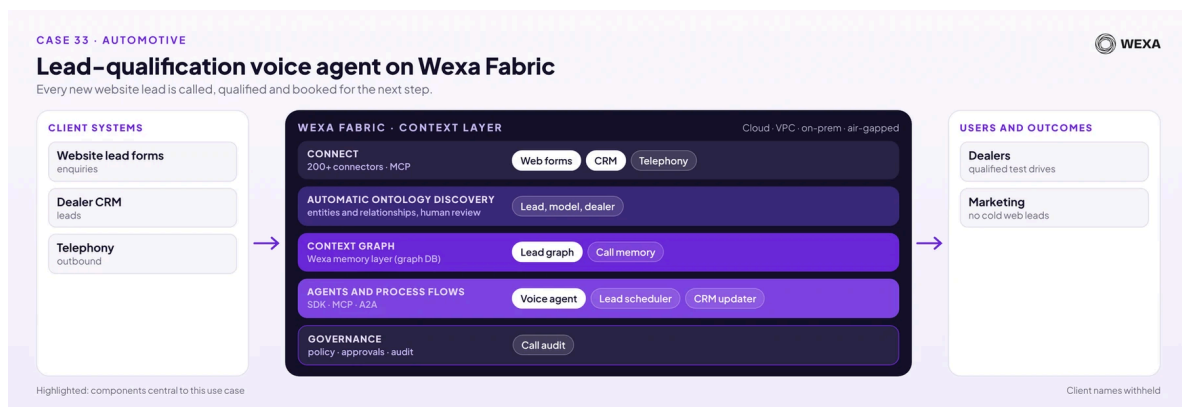


FIGURE How this use case runs on Wexa: client systems connected, ontology discovered, context graph in the Wexa memory layer, agents and process flows, and governance. Highlighted components are central to this use case.

Results

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
Callers for website leads	30 callers	8 callers
Annual cost of the process	\$150K	\$40K
Time to implement the AI solution	3 months	1 week
AI build cost (one-time)	\$96K	\$4K
AI operating cost per year (models, infrastructure, upkeep, platform)	\$65K	\$29K
Total AI cost in year 1	\$161K	\$33K

WITH WEXA

\$81K

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

12x

faster to implement

55%

lower AI operating cost

\$128K

less AI spend in year 1