

FRAYZE · FREE GUIDE

The AI Agent Playbook

What AI agents actually do for a lead-driven business —
done right.

CONTENTS

"AI agent" has become a buzzword. Strip away the hype and there's something genuinely useful underneath: software that can hold a conversation, answer a question, book an appointment, and follow up — without a human in the loop, around the clock. This guide explains what AI agents actually do for a lead-driven business, where they help, where they don't, and how to deploy them without sounding like a robot or burning trust.

01 What an AI agent actually is

02 The honest version: where AI agents win

03 Where AI agents *don't* belong (and trust dies)

04 What "good" looks like

05 The 30-day rollout

06 The operator's note

07 Your next step

What an AI agent actually is

An AI agent is software that can understand a request in plain language, decide what to do, and act on it — answer, look something up, book a slot, send a follow-up, hand off to a human. For a small business, that translates into a handful of very practical jobs:

- A **voice agent** that answers the phone when you can't, qualifies the caller, and books them in.
- A **chat agent** on your website and Facebook/Instagram that answers questions and captures the lead 24/7.
- A **follow-up agent** that texts and emails leads on a smart schedule until they book or opt out.
- A **review and reactivation agent** that asks for reviews after a job and wakes up your old database.

The point isn't novelty. It's that these jobs are the exact places leads leak — and an agent does them instantly, every time, at 2am on a Sunday.

24/7

calls & chats answered, after hours
and overflow

Seconds

to first response — faster than any
human can reply

4 jobs

voice, chat, follow-up, reviews — each
a place leads leak

The honest version: where AI agents win

1. After-hours and overflow. Half your leads arrive when no one's there to answer. An AI agent catches the call or chat, answers the common questions ("are you open Saturday? do you finance? do you service my model?"), and books the appointment — so the lead is captured instead of lost to the next business.

2. Instant first response. Speed-to-lead is everything, and a human can't beat software to the reply. The agent responds in seconds, every time, then hands a warm, qualified lead to your team.

3. The boring, repetitive follow-up. "Just checking in" — the message that wins deals and that humans forget to send. An agent runs the sequence flawlessly, and steps aside the moment the customer replies.

4. Qualifying and routing. The agent asks the few questions that matter, tags the lead, and routes hot ones to a person — so your best closer spends time on ready buyers, not tire-kickers.

Where AI agents ***don't*** belong (and trust dies)

Used badly, AI agents do real damage. The rules that keep you out of trouble:

- **Disclose it.** Don't pretend a bot is a person. "Hi, I'm the Frayze assistant — I can book you in or grab a human" builds more trust than a bot caught faking it.
- **Hand off cleanly.** The agent should know its limits and pass to a human the moment the conversation needs one. A bot that traps a frustrated customer in a loop is worse than no bot.
- **Never let it invent.** An agent that guesses prices, makes promises, or fabricates availability creates problems you have to clean up. Ground it in your real information and let it say "let me get a person for that."
- **Don't spam.** An agent that blasts the same message everywhere, or won't take "no," gets you blocked and reported. Helpful and respectful, or not at all.
- **Respect consent (CASL).** In Canada, automated marketing messages still need consent and an easy opt-out. The agent follows the same rules a person does.

CHAPTER 04

What "good" looks like

A lead-driven business running AI agents well can say:

- Every call answered — by a person, or by an agent that books or takes a message — 24/7.
- Every website and social message gets an instant, useful reply.
- Every lead enters an automated follow-up that stops the second they respond.
- The agent always discloses what it is and hands off to a human cleanly.
- Reviews and reactivation run in the background without staff effort.

The result isn't a business that feels automated. It's a business that feels *responsive* — because nothing waits, nothing gets dropped, and your people spend their time where humans actually matter: closing and doing the work.

CHAPTER 05

The 30-day rollout

You don't flip on everything at once. A sane order:

1. **Week 1 — Catch.** Missed-call text-back and an instant web-chat/auto-response. The fastest wins.
2. **Week 2 — Follow up.** Turn on automated follow-up sequences for new leads, with clean human handoff.
3. **Week 3 — Qualify & route.** Add the qualifying questions and hot-lead routing.
4. **Week 4 — Amplify.** Switch on review requests and database reactivation.

Each layer is measurable: response time, leads captured after-hours, follow-up reply rate, reviews collected. You keep what works.

CHAPTER 06

The operator's note

Frayze is an AI-first agency, which means agents are baked into the system from day one — not bolted on as a gimmick. But the philosophy is "AI done right": disclosed, grounded, respectful, and always with a clean path to a human. An agent that embarrasses you on a public thread or traps a customer isn't automation — it's a liability. Done properly, agents quietly catch and work the leads you're already paying to generate.

CHAPTER 07

Your next step

Want to see which AI agent would move the needle fastest for your business — voice, chat, or follow-up? Get a free strategy call. We'll map your biggest leak to the right agent and show you what it'd take to turn it on. No hype, about 15 minutes.

The AI Agent Playbook — your move.

Get a free strategy call — map your biggest leak to the right agent.

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