



# AI Regen Outbound Agent

## For reactivating sleeping CRMs

Learn how Kayak Pools Midwest  
Generated \$630K in Revenue in just  
45 days with \$0 in Advertising spend.



Avg. reading time:  
**2mins**

## The 2 Types of Voice Agents: Inbound & Outbound

### Inbound Voice Agents

Handle inbound calls with common use cases like:

1. Appointment Scheduling
2. Order Status Calls
3. Support Tickets
4. Attendance Hotlines
5. In-Field Staff Management Workflows

### Outbound Voice Agents

Make outbound calls through a trigger:

1. Lead form fills & appointment scheduling
2. CRM reactivation campaigns
3. Evergreen CRM trigger campaigns
4. Outbound lead generation





# BACKGROUND



Over the years, Kayak Pools Midwest had amassed more than 150,000 old leads, some dating back 23 years.

These leads were essentially "dead," with prospects who had either lost interest, moved on, or simply forgotten about their initial inquiries.

The challenge was finding the resources to call them all, a full team could cost hundreds of thousands of dollars for that much volume.



# THE SOLUTION

Enter Statablue AI's "REGEN" use-case.

Stratablue process flow maps, scripts, implements, monitors, & optimizes an AI agent built specifically to re-engage your entire CRM predictably.

The agent can use Calls, SMS, Email, Chat, or nearly any other marketing channel with an API.





## AI Voice for Kayak Pools: Call performance



The voice agent contacted 30,000 leads within just 45 days with great results.



The agent also had SMS capabilities to answer questions & provide a booking link via text message.



Kayak received 479 callbacks from re-engaged leads and 73 appointments scheduled automatically by the voice agent.



## THE RESULTS

Kayak Pools sold 21 pools in just 45 days with \$0 spent in advertising.

[Watch Video Testimonial](#)

In 45-days the AI-driven initiative resulted in:

**21**  
SALES

**\$630K**  
IN REVENUE

**11.6x**  
ROI

**148%**  
CALL LIFT



# Conclusion & Video

Business owners everywhere have the same issue.

1000's of contacts in a CRM that no one has the time to call.

At Stratablue AI we can re-engage your entire CRM with personalized campaigns via Voice, SMS, Email, Chat, & more.

Just listen to the impact it's has on Kayak.





**Ready to turn  
your “old” into  
gold?**

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