

CASE STUDY

How a Leading Auckland Firm Continues to Build Key Relationships With Its Clients Utilising AI

100,000+ client relationships. Strengthened by AI.

PRESENTED BY

Waboom AI

CLIENT

Leading Apartment Real Estate Agency, Auckland

The Story

Auckland's leading apartment specialists since 1997.
28 years of relationships built on deep market knowledge and personal service.

● THE OPPORTUNITY

Over 28 years, the agency built a database of more than 100,000 contacts. Buyers, sellers, and enquiries going back decades. That's 28 years of trust, built one conversation at a time.

James had a clear vision: strengthen the firm's brand presence across Auckland, stay connected with every client, and make sure he was the first call when circumstances changed.

The database was a testament to decades of client care, brand building, and repeat business. The next step was keeping those conversations going at scale and giving James the insight to focus on who needed him most.

The goal wasn't cold outreach. It was warm reconnection. Every conversation reinforced the agency's presence across Auckland. And when genuine interest surfaced, James was there to follow up personally.



"AI is helping me generate multiple leads a week." — James Mairs



"The visibility is probably a real eye opener. In real time seeing how engaged or not our database is and how it's helping me call the right prospects at the right time."

James Mairs, Licensed Realtor

MEET ALEX

Meet Alex. The Agency's AI Voice Agent.



James introduced "Alex", a Waboom AI voice agent built specifically for Auckland's apartment market. Alex extends James's reputation for personal service by speaking with a Kiwi accent, knowing apartment prices across the CBD, and reaching every contact with the same care and energy the agency is known for.



Auckland Market Knowledge

Trained on apartment prices, body corp fees, rates, views, and building-specific data across Auckland CBD and fringe suburbs.



Privacy Act 2020 Compliant

Full compliance with NZ Privacy Act 2020 and equivalent Australian legislation. Every call follows consent protocols.



Automatic DNC Exclusion

Say "take me off your list" and you're off. Permanently. Every future campaign checks the DNC list before dialling.



Duplicate Detection

Every upload cross-referenced against previous campaigns. James uploaded his batch and the system flagged 650+ duplicates instantly.



Kiwi Accent

Not a generic American voice. A natural New Zealand accent that Auckland prospects actually recognise. That detail matters.



Personalised Conversations

Alex knows each contact's name, their building, when they bought, and what they paid. Every conversation feels personal. Because it is.



Every Conversation Counts. James Makes It Personal.

Alex reaches out to every contact in the database. Not with a sales pitch, but with a genuine check-in. Every conversation is evaluated by AI in real time. Those who want to speak to James are transferred on the spot. Those interested in an updated appraisal are tagged. Every call's intent is measured and placed on a prioritised follow-up list, so James knows exactly who to call back and what they need.

● THE ROLLOUT

James started with a beta of 26,000 contacts to validate the script, the voice, and the process. It passed with flying colours. Every conversation was scored for intent, and the follow-up list gave James a clear view of who wanted to hear from him. The remaining contacts will follow once this phase wraps.

Human in the Loop. Always.

AI handles the reach. James handles the relationships. Alex identifies who's interested, who needs an appraisal, and who simply appreciated the check-in. But the follow-up? That's James. With full context, calling at the right time. That's the part that turns a conversation into a lasting relationship.

26,000

Conversations in Beta

0-100

Intent Score Per Call

Real Time

Transfers to Team

100%

AI Evaluated

THE WABOOM PORTAL. WHERE JAMES PICKS UP THE CONVERSATION.

The screenshot displays the Waboom portal interface. On the left is a navigation sidebar with options like Dashboard, Calls, Campaigns, and Follow-Up. The main area is titled 'Follow-Up List' and shows AI-scored leads. At the top, there are summary cards for Total Leads (177), Hot Leads (2), Pending (4), Completed (0), and Avg Score (10). Below this is a search bar and filter dropdowns. Two lead entries are visible:

- Robert** (HOT 95) Neutral, Avg Score 95/100. Call log: Thu 22 Jan 2026 6:20 PM - 1:45 call (26 days ago). AI suggestion: 'Priority call - active seller lead'.
- Guy R P** (HOT 90) Positive, Avg Score 90/100. Call log: Wed 21 Jan 2026 1:08 PM - 3:32 call (27 days ago). AI suggestion: 'Call immediately to schedule appraisal'.

Each lead entry includes a 'Mark Done' button and other action options like 'Play Call', 'Call Now', and 'Email'.

THE HUMAN SIDE

How Warm Are People Talking to an AI?

Warmer than you'd expect.

"I Had No Idea"

A good chunk of prospects completely missed that Alex introduces himself as an AI agent calling on behalf of the agency. They thought they were talking to a person. Full conversations. No idea it wasn't human.

The Short-Answer Phase

Some prospects clocked the AI straight away. Their response? Short answers. One-word replies. Testing it. That's a natural reaction. People adjust how they speak when they know it's a machine.

Then They Opened Up

Alex speaks fluently with a Kiwi accent. Not robotic. Not American. A natural New Zealand voice. Once they heard that, the guard came down. Conversations got longer. More candid. More real.

THE STRATEGY

Why the Campaign Actually Worked

The script was direct. Respectful of the prospect's time. No 5-minute preamble. No survey disguised as a sales pitch.

"Would you mind if I asked you just one question?"

99% said yes.

"Are you looking at selling your apartment right now?"

If Yes

The conversation flows naturally. Alex talks market conditions, recent sales in their building, and offers to pass them directly to James. Warm lead, live transfer, no delay.

If Not Right Now

Alex asks if they'd like any information about the current property market. Some say yes. They're curious, just not ready. Those go on the nurture list.

If No

Alex wishes them a great day and moves on. No guilt trip. No pushback. No hurt feelings. Back to making the next call. Zero emotional fatigue from rejection.



Alex AI VOICE AGENT

300+ calls a day. No sick days. No annual leave. No bad moods after a tough morning. Alex shows up the same way on call one as he does on call three hundred.

Enough personality to keep conversations flowing naturally, build genuine rapport with prospects, and reinforce the agency's brand on every single interaction. He remembers the details, adapts his tone, and never rushes a call.

THE RESULTS

26,000 Calls. No Problem.

\$42

Cost Per Lead*

100K+

Contacts in Database

65%

Connection Rate*

300+

Calls Per Day

13%

Positive Sentiment*

< 2 min

Per Contact Clean

*Positive Sentiment = prospects who were genuinely happy to hear from the agency, wanted more information, or expressed interest in selling. Standard calls fall under neutral. Less than 0.5% of all conversations were negative. Cost per lead and connection rate based on the first 24,000-contact campaign.

Human + AI. Working Together.



AI doesn't replace relationships. It strengthens them.



James and Alex work side by side, every single day.



28 years of client relationships, now actively maintained at scale.



Brand presence across Auckland, reinforced with every conversation.



Clients and prospects reminded the agency is still here to help.



Genuine interest identified and routed straight to James.



Appraisals requested, tagged, and followed up personally.



The database is no longer static. It's a living, breathing asset.



And it's only getting started.

“

The visibility is probably a real eye opener. In real time seeing how engaged or not our database is and how it's helping me call the right prospects at the right time.



James Mairs

Licensed Realtor



The Waboom AI Team

Waboom AI helps mid-size to enterprise businesses unlock immediate ROI from artificial intelligence and AI automation.



Leonardo Garcia-Curtis
FOUNDER

Has led digital transformation for global brands, combining strategy, automation, and AI implementation. He now helps leadership teams identify high-impact AI opportunities and build clear, executable roadmaps that deliver real ROI.



John Mellows
FOUNDER

John Mellows has a background in enterprise technology consulting, helping large organisations adopt Microsoft solutions at scale. He now focuses on AI strategy, applying the same system-level thinking to drive practical, high-impact outcomes.

1,000+

People Trained

40+

Organisations

30+

Projects Live

Real AI. Real Results.

www.waboom.ai

BUILT FOR SCALE

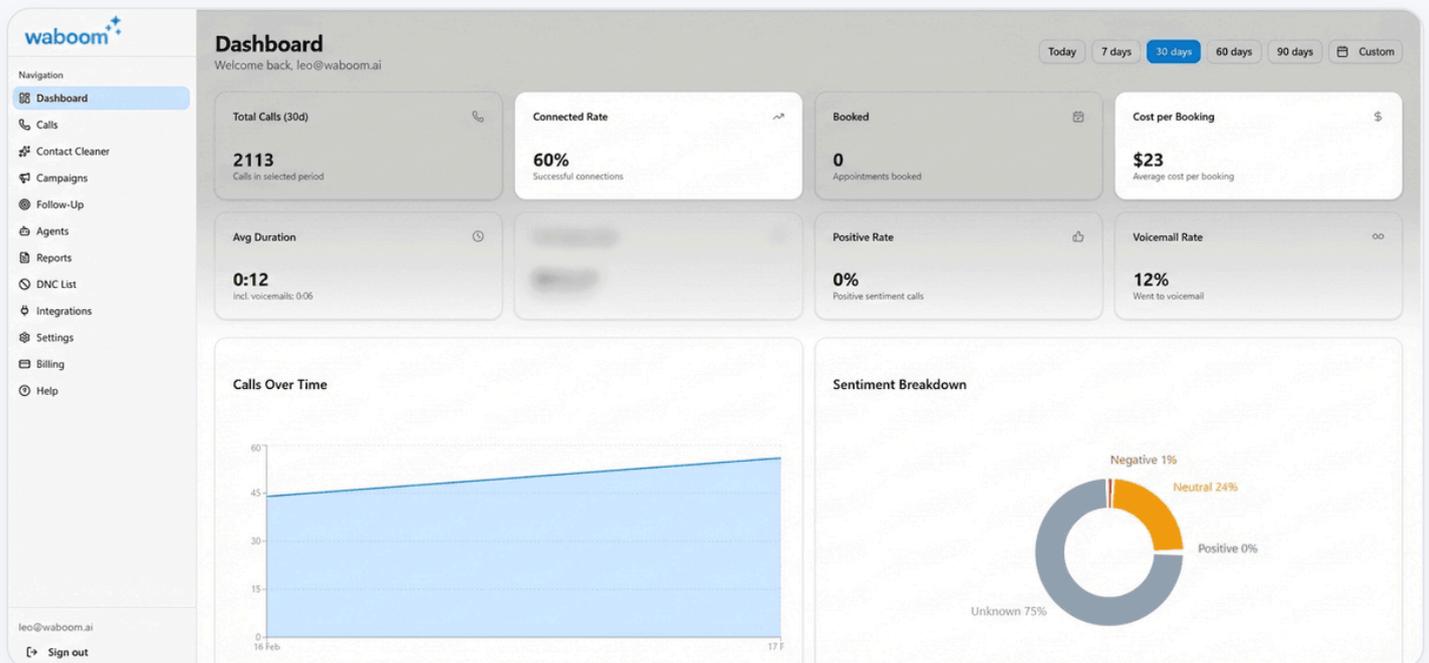
The Waboom Portal

Built for scale. 300+ calls per day and more.

 <p>Campaign Management Launch, pause, schedule, and monitor campaigns from one dashboard. Real-time progress tracking across every active campaign.</p>	 <p>Agent Settings Change the script, adjust the voice, update instructions. Full control over what your agent says and how it says it. No dev team needed.</p>
 <p>Smart Booster AI-powered campaign engine. Upload contacts, configure the agent, set your goals, and launch. The system handles the rest.</p>	 <p>Phone Number Rotation Automatically rotates through local numbers to keep connection rates high. Carriers don't flag it. Prospects see a local number.</p>
 <p>Public Holiday Awareness Campaigns automatically pause on NZ and Australian public holidays. No manual scheduling. No calls on Christmas morning.</p>	 <p>Contact Cleaner Validates every phone number, catches duplicates, fixes email typos. Clean list in under 2 minutes.</p>
 <p>Follow-Up List Every call scored 0 to 100 by AI. James gets a prioritised list of who to call back. Hottest leads first.</p>	 <p>AI Campaign Reports Connection rates, sentiment breakdown, lead volume, cost per lead. All generated by AI. Updated in real time.</p>
 <p>DNC Management One request removes a contact from all future campaigns. Automatic. Full audit trail.</p>	 <p>Custom Tagging Tag contacts during calls. Seller, buyer, investor, not interested. Segmented reports without lifting a finger.</p>

WABOOM DASHBOARD

Giving business owners and sales managers a quick overview on what campaigns are working. *(Image is not from this campaign)*



The dashboard provides a comprehensive overview of campaign performance. Key metrics include:

- Total Calls (30d):** 2113
- Connected Rate:** 60%
- Booked:** 0
- Cost per Booking:** \$23
- Avg Duration:** 0:12
- Positive Rate:** 0%
- Voicemail Rate:** 12%

The dashboard also features two main visualizations:

- Calls Over Time:** A line chart showing the number of calls over a period from Feb 16 to Feb 17.
- Sentiment Breakdown:** A donut chart showing the distribution of call sentiments: Unknown (75%), Neutral (24%), and Negative (1%).



**YOUR DATABASE IS A GOLDMINE.
LET'S PROVE IT.**

GET IN TOUCH

Let's Activate Your Database

You've got contacts sitting in your CRM right now that are ready to buy, sell, or engage. Let's find them.

waboom⁺

 www.waboom.ai

 leo@waboom.ai

 09 888 0402