

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

City Sales, Auckland

CITY SALES
APARTMENTS & HOUSING INVESTMENT

The Story

City Sales. Auckland's leading apartment specialists since 1997.

28 years of relationships built on deep market knowledge and personal service.

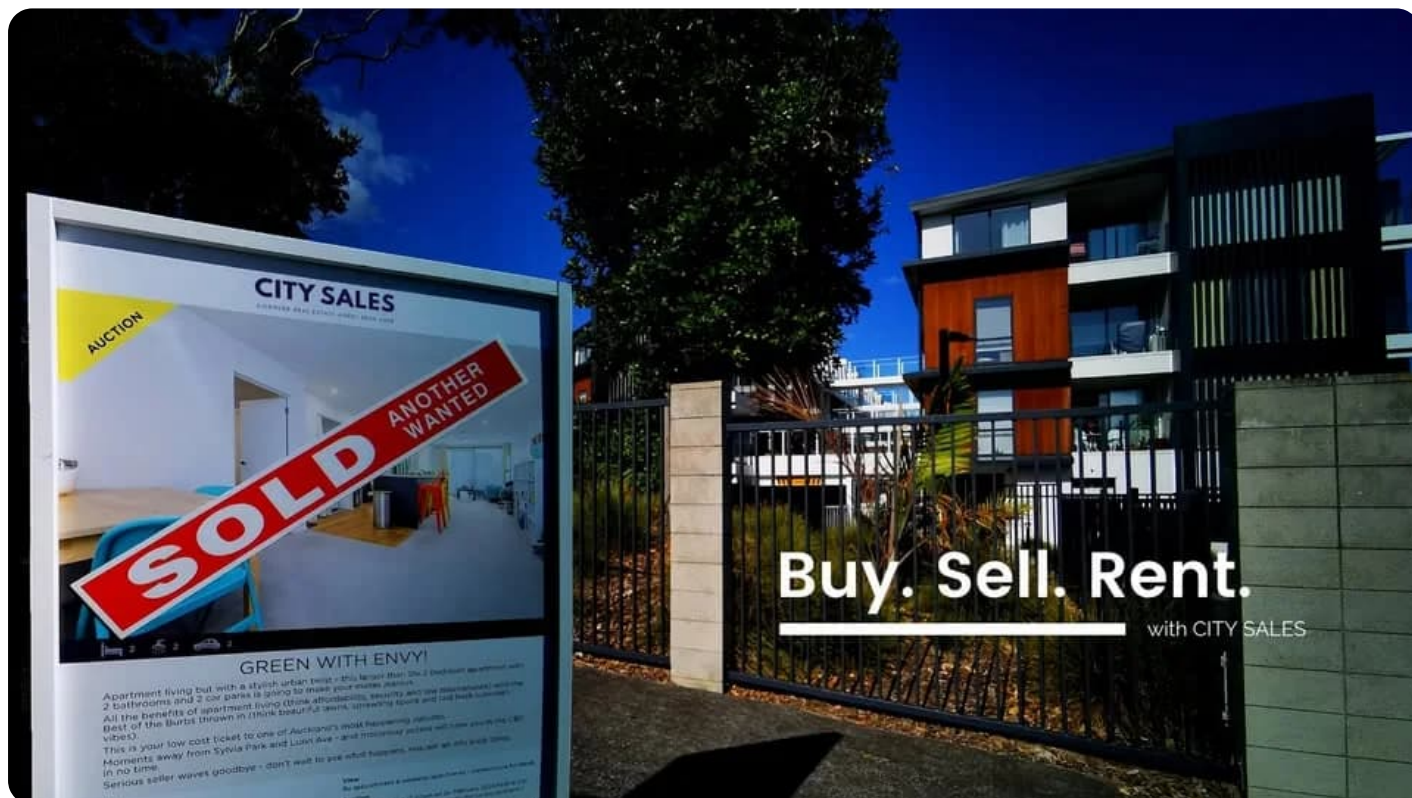
● THE OPPORTUNITY

Over 28 years, City Sales 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.

The leadership team had a clear vision: strengthen the firm's brand presence across Auckland, stay connected with every client, and make sure the team 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 the team the insight to focus on who needed them most.

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



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

James Mairs, Head of Sales, City Sales

MEET ALEX

Meet Alex. City Sales' AI Voice Agent.

City Sales introduced "Alex", a Waboom AI voice agent built specifically for Auckland's apartment market. He extends the team'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 City Sales 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. The Team 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 a team member 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 the right team member knows exactly who to call back and what they need.

● THE ROLLOUT

City Sales 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 the sales team a clear view of who wanted to hear from them. The remaining contacts will follow once this phase wraps.

Human in the Loop. Always.

AI handles the reach. The team 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 a real person. The right team member, 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 THE TEAM PICKS UP THE CONVERSATION.

waboom

Navigation

- Dashboard
- Calls
- Contact Cleaner
- Campaigns
- Follow-Up
- Agents
- Reports
- DNC List
- Integrations
- Settings
- Billing
- Help

leo@waboom.ai
Sign out

Follow-Up List

AI-scored leads prioritized for sales follow-up

Total Leads177

Hot Leads2

Pending4

Completed0

Avg Score10

Search name, phone, or email...

Pending

All Priorities

All Campaigns

Robert

HOT (95)

Neutral

95/100

James Mairs • Thu 22 Jan 2026 6:20 PM • 1:45 call • (26 days ago)

An AI assistant for City Sails Real Estate confirmed Robert may be interested in selling his Auckland City apartment and collected his address (Unit 9D, 36 Day Street) and confirmed the current phone number for a follow-up call from James. Robert declined an immediate transfer but agreed to be contacted later, and the call ended politely.
Suggested: Priority call - active seller lead

Play Call (1:45)

Call Now

Email

Call Details

Mark Done

Skip

More

Guy R P

HOT (90)

Positive

90/100

James Mairs • Wed 21 Jan 2026 1:08 PM • 3:32 call • (27 days ago)

The agent from City Sales discussed the user's Auckland apartment and offered a market update. The user requested a digital appraisal and provided the property address (302/207 Federal Street) and corrected email to gpsteward@calsouth.net.nz. The agent confirmed details and will have James send the digital appraisal.
Suggested: Call immediately to schedule appraisal

Play Call (3:32)

Call Now

Email

Call Details

Mark Done

Skip

More

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 City Sales. 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 the City Sales team. 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 City Sales brand on every single interaction. He remembers the details, adapts his tone, and never rushes a call.

THE RESULTS

26,000 Calls. No Problem.

\$19

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 City Sales, wanted more information, or expressed interest in selling. Standard calls fall under neutral. Less than 0.5% of all conversations were negative. Cost per qualified lead is total campaign spend divided by tracked positive outcomes (warm transfers, booked meetings, emails captured, and callbacks) across all City Sales campaigns to date.*

Human + AI. Working Together.



AI doesn't replace relationships. It strengthens them.



The team 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 that City Sales is still here to help.



Genuine interest identified and routed to the right team member.



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.

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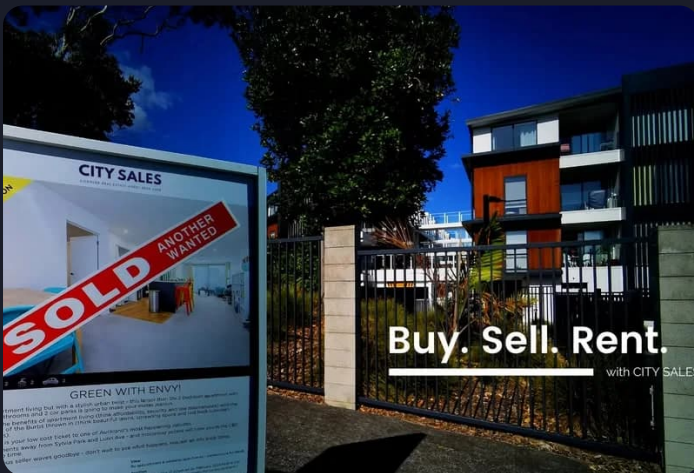
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James Mairs

Head of Sales, City Sales

CITY SALES
PROPERTY & PEOPLE EXPERTS



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.



Campaign Management
Launch, pause, schedule, and monitor campaigns from one dashboard. Real-time progress tracking across every active campaign.



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.



Smart Booster
AI-powered campaign engine. Upload contacts, configure the agent, set your goals, and launch. The system handles the rest.



Phone Number Rotation
Automatically rotates through local numbers to keep connection rates high. Carriers don't flag it. Prospects see a local number.



Public Holiday Awareness
Campaigns automatically pause on NZ and Australian public holidays. No manual scheduling. No calls on Christmas morning.



Contact Cleaner
Validates every phone number, catches duplicates, fixes email typos. Clean list in under 2 minutes.



Follow-Up List
Every call scored 0 to 100 by AI. Your team gets a prioritised list of who to call back. Hottest leads first.



AI Campaign Reports
Connection rates, sentiment breakdown, lead volume, cost per lead. All generated by AI. Updated in real time.



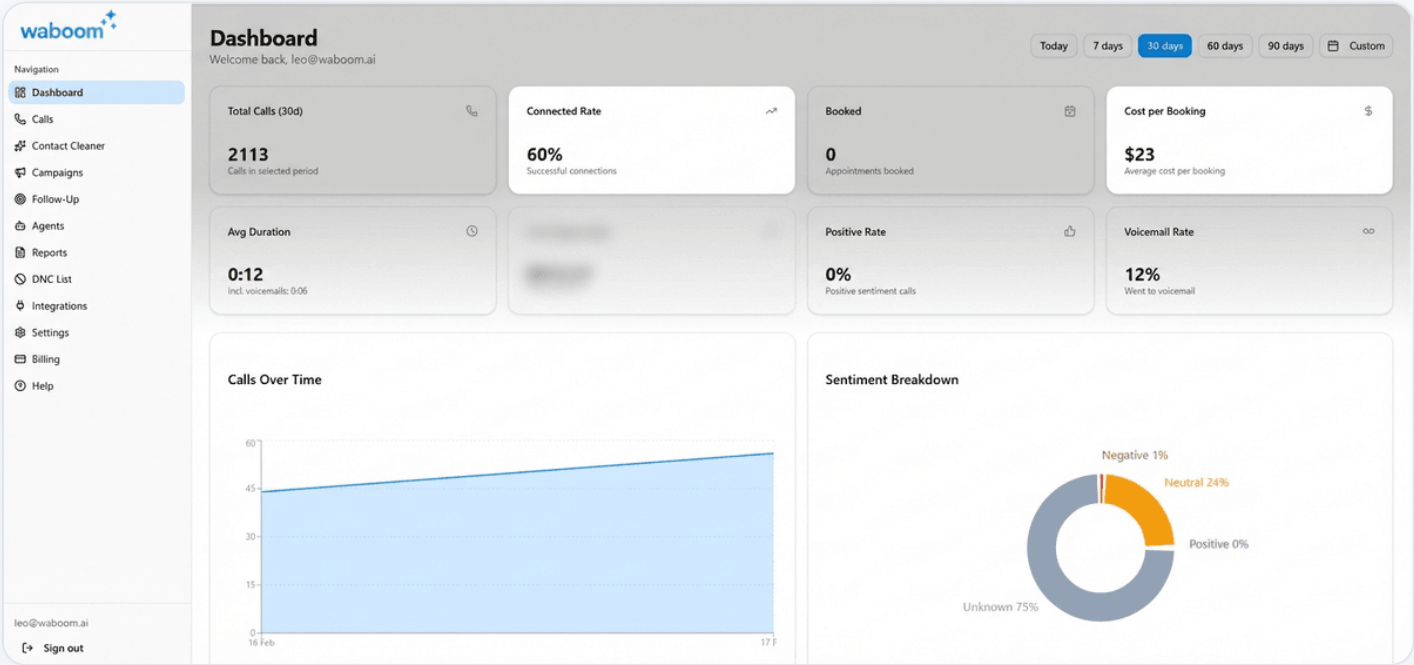
DNC Management
One request removes a contact from all future campaigns. Automatic. Full audit trail.



Custom Tagging
Tag contacts during calls. Seller, buyer, investor, not interested. Segmented reports without lifting a finger.

WABOOM DASHBOARD

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





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⁺

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