

The enquiry came at 11 PM. Who booked the site visit?

An AI sales employee that calls every enquiry from Instagram, Meta and Google ads, Houzz or your website within a minute, in Hindi, Hinglish or English. It asks possession date, flat size, rooms and budget, books the site measurement, and hands your designer a qualified lead.

HOW IT WORKS

1

We learn your business

Your services, project sizes, areas you cover, measurement slots, and what must always go to a designer.

2

We set it up

Wired to your lead forms, Meta ads, calendar and WhatsApp. You test it before any homeowner talks to it.

3

We run it

We read the call logs, fix what it gets wrong, and every call is logged with notes for your designers.

WHAT IT WILL AND WON'T DO

- ✓ Calls only homeowners who enquired. No cold calls.
- ✓ Tells callers it is an AI at the start of every call, and announces recording.
- ✓ Never quotes a final price. Estimates and design questions go to a designer.
- ✓ Follows up politely, and stops when someone says no or asks it to.
- ✓ Customer data handled under the DPDP Act, deleted on request.

PRICE

₹22,500 / month

Plus a one-time setup of ₹50,000. 2,000 minutes included, then ₹8 a minute. No GST charged.

For comparison, a telecaller in Delhi costs ₹15,000 to ₹25,000 a month and works about 208 hours. Enquiries arrive across all 720.

WORTH KNOWING BEFORE THE FIRST CALL

Handovers decide the timing

Many enquiries in Delhi NCR follow new towers handed over in Gurugram, Noida Extension and Greater Noida West. Note the society and tower.

From our Delhi NCR notes for interiors

Four questions sort serious leads

Possession date, flat size, rooms in scope and budget. Ask them before anyone travels for a measurement.

From our interiors enquiry guide

DMs don't wait for office hours

Instagram enquiries often arrive late in the evening. The studio that calls first sets the meeting.

From our interiors enquiry guide

See how it handles an interiors lead.

Read how it works for interior designers at brandbakery.tech/industries/interiors, or request a callback at brandbakery.tech/contact for a 20-minute call with Abhishek Kumar, founder.

brandbakery.tech