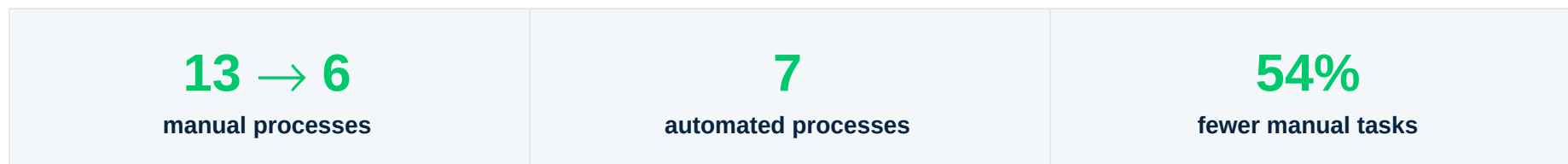


Outbound Calling AI Agents connected to your sales operation

Sales Ops AI for Zoho automates the work that happens before, during, and after every call: enrichment, prioritization, prospect selection, AI-powered calls, result logging, and follow-up preparation.



More contact capacity. Less operational work. Everything connected to Zoho CRM.

Your team shouldn't have to execute every step before and after a call manually

When the sales process depends on manual tasks, contacting more prospects also means more work: preparing data, prioritizing, calling, logging results, updating the CRM, and organizing follow-up.

More manual preparation

Teams spend time reviewing, enriching, and prioritizing contacts before they can call.

Limited contact capacity

Call volume is constrained by the time available to the sales team.

More work after every call

Each result must be logged, interpreted, and converted into a next step.

Sales Ops AI orchestrates the process. DialRun AI executes the calls. Zoho CRM keeps the context.

From 13 manual processes to 6

In the analyzed workflow, Sales Ops AI automates 7 of the 13 processes that previously required manual intervention.

WITHOUT SALES OPS AI — 13 MANUAL 1. Upload contacts 2. Review campaign 3. Enrich contacts 4. Score contacts 5. Route / select contacts 6. Prepare calling campaign 7. Configure agent 8. Launch calls 9. Log results 10. Prepare follow-up 11. Manage sales follow-up 12. Update CRM 13. Analyze and optimize	WITH SALES OPS AI — 6 MANUAL 1. Validate database and segmentation 2. Define scoring criteria 3. Select which profiles move to DialRun 4. Configure agent and phone number 5. Launch campaign 6. Review results and handle sales follow-up
54% fewer manual tasks	7 automated processes

From data to contact: a sales workflow orchestrated by AI

Sales Ops AI prepares and orchestrates the process so Outbound Calling AI Agents contact the right prospects and every result can become a sales action.

01 — Enrichment

Completes useful company and contact information before the call.

02 — Scoring & Routing

Evaluates and prioritizes which prospects should move into the calling process.

03 — Outbound Calling AI Agents

DialRun AI contacts prospects at scale, holds conversations, and executes the defined objective.

04 — Outcomes & CRM

Results, notes, summaries, and activity are logged and associated with the prospect.

05 — Follow-up

The outcome can trigger email, WhatsApp, another call, a meeting, or human intervention.

Database → Enrichment → Scoring → Routing → DialRun → Outcomes → Follow-up

Outbound Calling AI Agents: more calls without adding operational work

DialRun AI executes the most labor-intensive part of the contact process: it makes outbound calls, holds conversations, and logs every interaction so the sales team can continue where it adds the most value.

Call at scale	Converse	Qualify	Log outcomes	Route the next step
Executes outbound calls to selected contacts.	Holds conversations according to the defined script, language, rules, and criteria.	Collects information and identifies interest signals or next steps.	Stores results, notes, summaries, and activity linked to the CRM.	The result feeds sales follow-up or human intervention.

AI executes repetitive contact work. Sales receives conversations and results ready to move forward.

200+ calls executed in one morning

In InterConnecta's first internal pilot with DialRun AI, the agent executed more than 200 calls in a single morning. The team's usual manual volume was approximately 80 calls per day.

200+ calls in one morning	~80 calls per day manually
---	--

Automatic logging

Every call was logged in Zoho CRM.

Context available

Conversations automatically generated notes and recordings.

Classified outcomes

The agent classified different call outcomes.

Meetings

Meetings could be scheduled against real calendar availability.

This comparison reflects the internal pilot and does not imply the same performance for every implementation.

A sales operation connected to Zoho CRM

The value is not only in automating calls. It is in connecting data, decisions, conversations, and next steps within the sales operation.

Before the call

Uses defined data, enriches information, and applies scoring and selection criteria.

During the call

DialRun AI uses the configured agent, phone number, script, language, and rules.

After the call

The outcome, notes, summary, recording, and next step can be written back to the CRM.

Follow-up

Based on the result, the process can continue via email, WhatsApp, another call, a meeting, or a human task.

Your team defines what information the automation can use, what actions it can execute, and when a person needs to step in.

Activate an AI-powered sales process connected to Zoho

Start with a specific workflow: identify where manual work is concentrated, define which profiles should be contacted, and connect Outbound Calling AI Agents to your sales process.

01 — Identify

Identify the contact process you want to improve.

02 — Review

Understand how it currently works in Zoho CRM.

03 — Define

Agree on criteria, agents, channels, rules, and human control points.

04 — Measure

Define metrics for calls, automation, conversations, and opportunities.

REQUEST A DEMO

Sales Ops AI for Zoho · InterConnecta