

Marketing Lab

From one voicebot to 15 AI Virtual Agents in a few weeks. 14 built in-house, with no developers.



Biggest challenge

Answer every buyer call, on overflow and after hours, without depending on a vendor for each new virtual agent or prompt change.



Technology used

- AI Studio Virtual Agents
- OneContact CC
- Knowledge base and post-call webhook



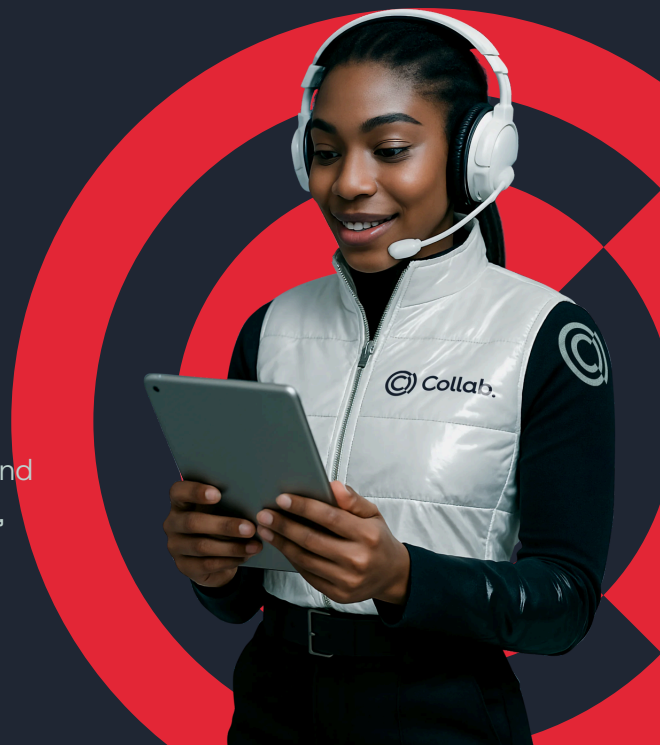
Key benefits

- First virtual agent live in 2 weeks
- 15 virtual agents by end of August, 14 built in-house
- No developers, no tickets

CASE STUDY · AI STUDIO VIRTUAL AGENTS

Buyer calls no longer ring out. And Marketing Lab now builds its own virtual agents.

Collab delivered the first AI virtual agent in 2 weeks. By the end of August, Marketing Lab had 15 virtual agents in production, 14 of them built in-house.



About the project

BACKGROUND

Marketing Lab already had a voicebot in production. It answered calls, but every new virtual agent and every prompt change went through the platform vendor. Yet Marketing Lab's own teams are the ones who know the developments, the sales arguments and the objections buyers actually raise. They had to file a ticket to change a sentence.

The move to Collab came down to three words: control, autonomy, integration. Full control of the prompts, the ability to build virtual agents in-house, and native integration with OneContact CC, the Contact Center Marketing Lab already runs for its clients.

CHALLENGES

Migrate the use case with functional parity, and gain quality along the way. Three things mattered:

- **Call handling.** A buyer calling about a development wants an answer now. On overflow and outside office hours, the call must not ring out.
- **Iteration speed.** Move from "raise a request with the vendor" to a fix made the same day by the team that runs the service.
- **Integration depth.** The qualified request goes straight into OneContact CC, with no re-keying and no intermediate export.



2 weeks

to the first virtual agent in production, setup and OneContact CC integration included



15 by end of August

virtual agents in production at Marketing Lab, 14 of them built by its own team



1,703 calls

answered in the first 45 days, about 2 minutes per call

Marketing Lab runs the inbound sales lines of national and regional property developers in France. When every salesperson is busy, or the office is closed, a call that rings out is a lost buyer. Today a virtual agent picks up, qualifies the project in French and hands over a structured request for a salesperson to call back.

PROJECT

Migration of a voicebot already in production to AI Studio Virtual Agents, with native OneContact CC integration and full autonomy for Marketing Lab to build its own virtual agents.

WHAT WAS DONE

First virtual agent for inbound qualification, built and launched in 2 weeks, setup and integration included: overflow routing, knowledge base, post-call webhook and automatic contact creation in OneContact CC.

CLIENT

Marketing Lab (by wave.art), France. Inbound sales operations for national and regional property developers, working with Collab partner iAgility.

The solution

OneContact CC sends the inbound call to the virtual agent whenever no salesperson is available: after hours, during peaks, on overflow. During the call, the virtual agent answers in French, understands the buyer's request and qualifies it. A knowledge base answers institutional questions on the spot: availability, delivery dates, tax schemes, how to book a viewing.

When the call ends, a post-call webhook sends the structured request to OneContact CC and creates the contact automatically. The salesperson calls back with full context.

The AI picks up. The salesperson closes.

These virtual agents do not try to sell. They capture, structure and hand over. The sale stays human, by choice. On a property purchase, the AI saves the salesperson time. The buyer still decides with a person.

Outcome

Collab built the first virtual agent and put it in production in 2 weeks, setup and OneContact CC integration included. Then Marketing Lab took over.

- **15 Jun** First virtual agent in production, delivered by Collab
- **7 Jul** 2nd virtual agent, built by Marketing Lab
- **23 Jul** 3rd virtual agent, built by Marketing Lab
- **28 Jul** 4th virtual agent, built by Marketing Lab
- **August** 11 new virtual agents, the 5th to the 15th, built by Marketing Lab



15 virtual agents in production by end of August: 1 delivered by Collab, 14 built by Marketing Lab

2,467

calls in August alone

70+

hours of calls handled in August, about 2 working weeks for one salesperson

2x

more than double the pace of the first weeks

OUTCOME

6 weeks after launch, Marketing Lab had 4 virtual agents in production. By the end of August, 15, including dedicated virtual agents per developer brand. The new virtual agents were built in-house, each in a matter of days, by operations people who already run the service day to day. No developers. No tickets.

The real test of a virtual agent platform is what the client can build without the vendor. Marketing Lab passed it in 6 weeks, and kept going.

"We know our developments and our buyers better than anyone. What changes with AI Studio is that we no longer need a vendor to translate that knowledge: we write the prompts, we test, we fix the same day. Collab delivered the first agent. The next ones we built ourselves, with no developers involved."

Bertrand Delamarre, CEO, Marketing Lab (by wave.art)

Key facts



Company and sector

Marketing Lab (by wave.art), France. Marketing and sales services for property developers.



Biggest challenge

Answer every buyer call without depending on a vendor for each new virtual agent or prompt change.



Technology

AI Studio Virtual Agents on OneContact CC.



Deployment time

2 weeks to the first virtual agent in production, setup and integration included. 4 virtual agents 6 weeks later, 15 by the end of August.



Integrations

OneContact CC routing, knowledge base, post-call webhook, automatic contact creation.



Key results

1,703 calls in the first 45 days. In August: 2,467 calls and 70+ hours handled. Every completed call ends as a structured contact, ready for the sales callback.

See an AI virtual agent qualify a live call.

[Book a 30-minute demo.](#)

[COLLAB.COM](https://collab.com)

AI with a Human Touch.