

**CASE STUDY**

AI Calling Agent for Improved Customer  
Experience in Real Estate



# About the Client

The client is a Dubai-based real estate company specializing in residential and commercial property sales. The organization receives hundreds of online inquiries daily from property listing platforms and lead-generation campaigns. Their sales team was overwhelmed with manual verification calls required to qualify leads and schedule meetings.

## Employees

200-500

## Industry

Real Estate - Residential & Commercial Sales

## Region

Dubai, UAE

# Operational Hurdles



### VoIP Restrictions

In Dubai, VoIP-based calling is heavily restricted, making it difficult for businesses to automate outreach and follow-up calls through cloud-based systems.



### Latency & Audio Quality

Maintaining real-time, natural voice conversations without delay was critical for customer experience.



### CRM Integration

Ensuring verified leads were automatically logged into the CRM and followed up by human sales teams.

### Voice Naturalness & Context

Creating an AI voice capable of human-sounding dialogue and contextual understanding to ensure authentic engagement.

# Solution



## On-Premises SIP Server

A physical SIP infrastructure was deployed within the client's local network to route and manage calls, compliant with regional VoIP restrictions.



## AI Voice Pipeline

Composed of modular components — ASR (Whisper), VAD (Silero), LLM (Gemini or custom model), and TTS (Sarvam AI / ElevenLabs) — interconnected via a real-time WebSocket stream for low-latency audio exchange.



## CRM Integration

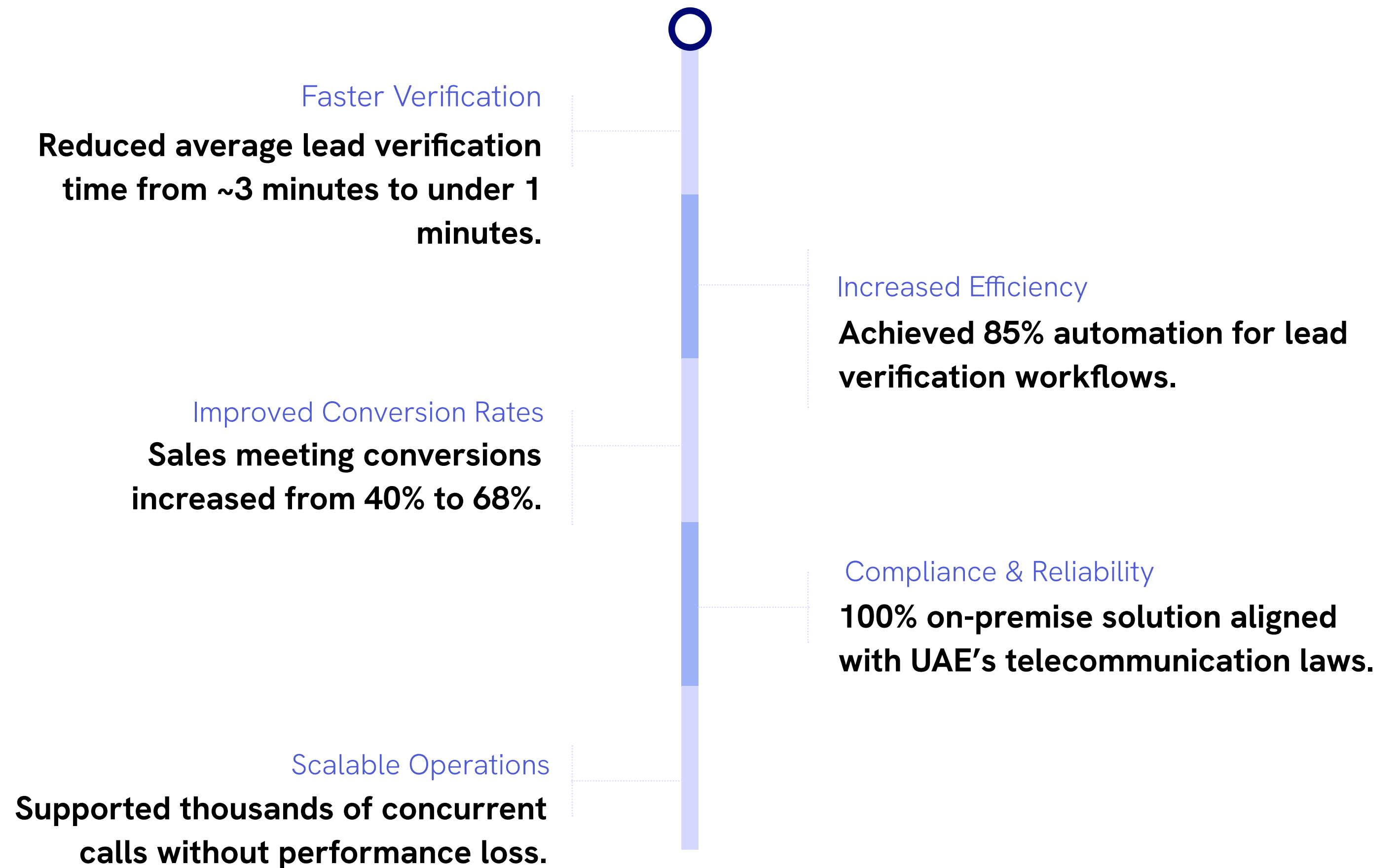
Integrated API layer to update lead status, schedule callbacks, and log transcripts directly to CRM after each call session.



## Failover Handling

Automatic retries and manual review queues were configured for failed sessions; logging was centralized for debugging and analytics.

# Impact



# Decoding Difinity: Our World and What We Do

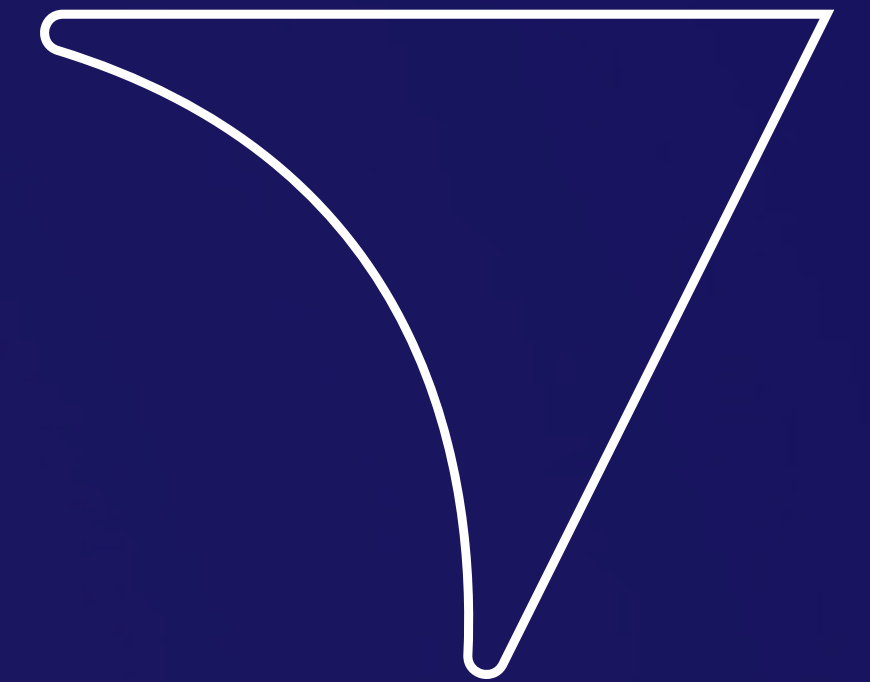
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