AUTOMATION OF A BUSINESS UNIT

dialnexa

A business unit that runs itself.

Every lead called, followed up and closed out on your rules, inside the tools your team already uses.



850+
integrations

160+
countries you can call

70+
languages

WHAT THIS PART COVERS

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Automation of a Business Unit

01 **The problem** — 03, 04
How a business unit runs today, and where leads are lost.

02 **The automated business unit** — 05 – 08
One process for every lead, built on one canvas.

03 **One lead, start to finish** — 09
No manual touch until the closer joins.

04 **The right moment, every time** — 10, 11
Waits and callbacks, timed to what each lead asked for.

05 **Connected to your tools** — 12
Lead sources, CRM, messaging and meetings.

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Every lead depends on someone remembering the next step

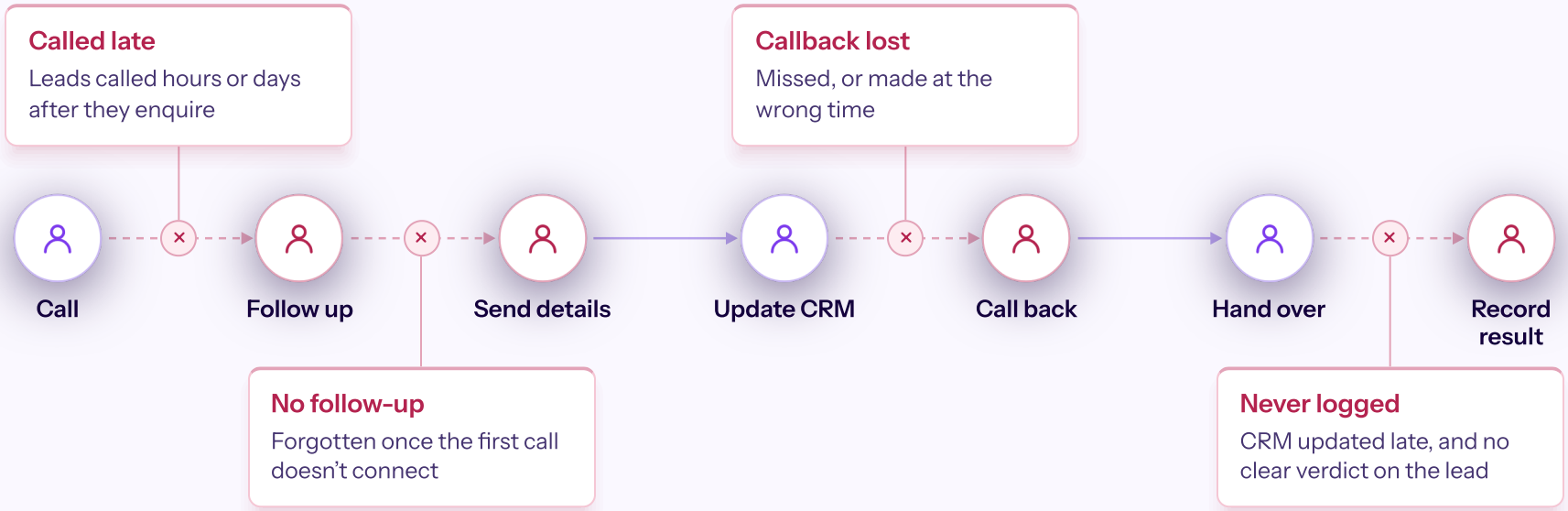
A lead comes in. Someone calls, follows up, sends details, logs the CRM, calls back when asked, hands over to a closer and records the result.



Each step is a phone call, a reminder, a spreadsheet or a manual tool update, done by a person.

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Simple work becomes hard to repeat at volume

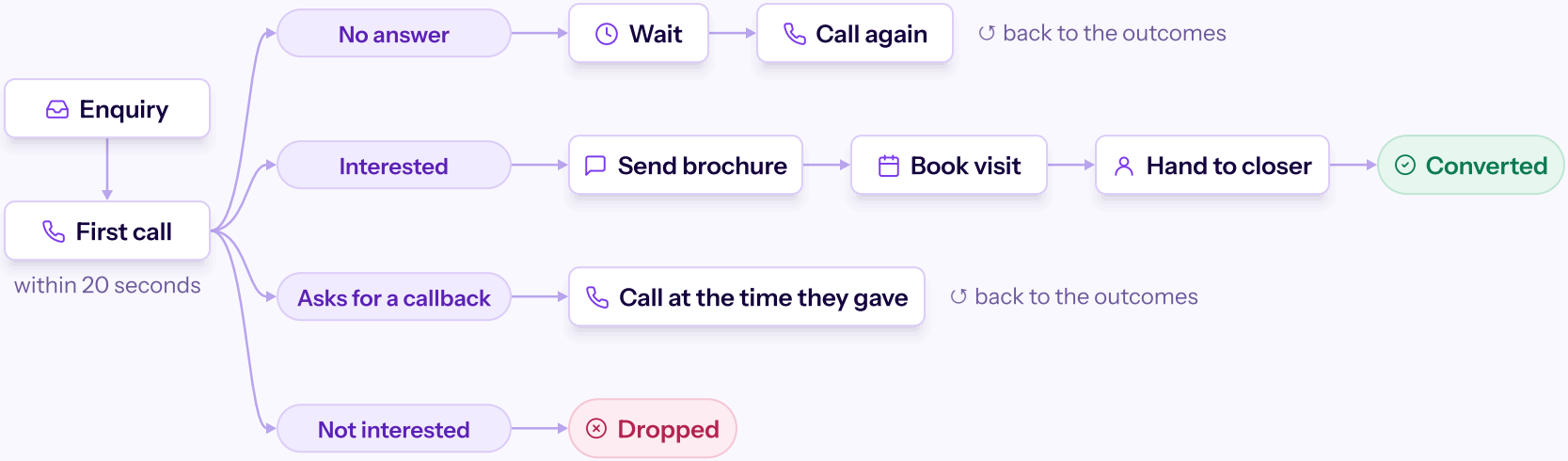


At every step The pitch changes from rep to rep | Capacity capped at headcount

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The same business unit, automated

One process, followed for every lead.



Every lead follows the same path, and every path ends in a result.

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Seven building blocks

Every workflow is made from the same seven steps, arranged in any order you need.

01 ACT

Voice call
Calls the lead from one of your numbers

Application
Sends a message, books a slot or updates the CRM

Custom function
Calls your own system and uses the reply

02 DECIDE

Condition
Routes the lead on the call outcome or lead data

Wait
Holds the lead until the right moment

03 CLOSE

Converted
The lead reached the goal you set

Dropped
The lead has no further steps

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Build the flow your way

Configure every step the way you want. Once it is set, every contact pushed into the workflow follows it step by step. No step is skipped, done out of turn or left half-finished.

100% of leads worked through

Every lead goes through every step you defined, with none skipped.

Every step done in full

Each call, message and update runs completely, as you set it up.

Every action traceable

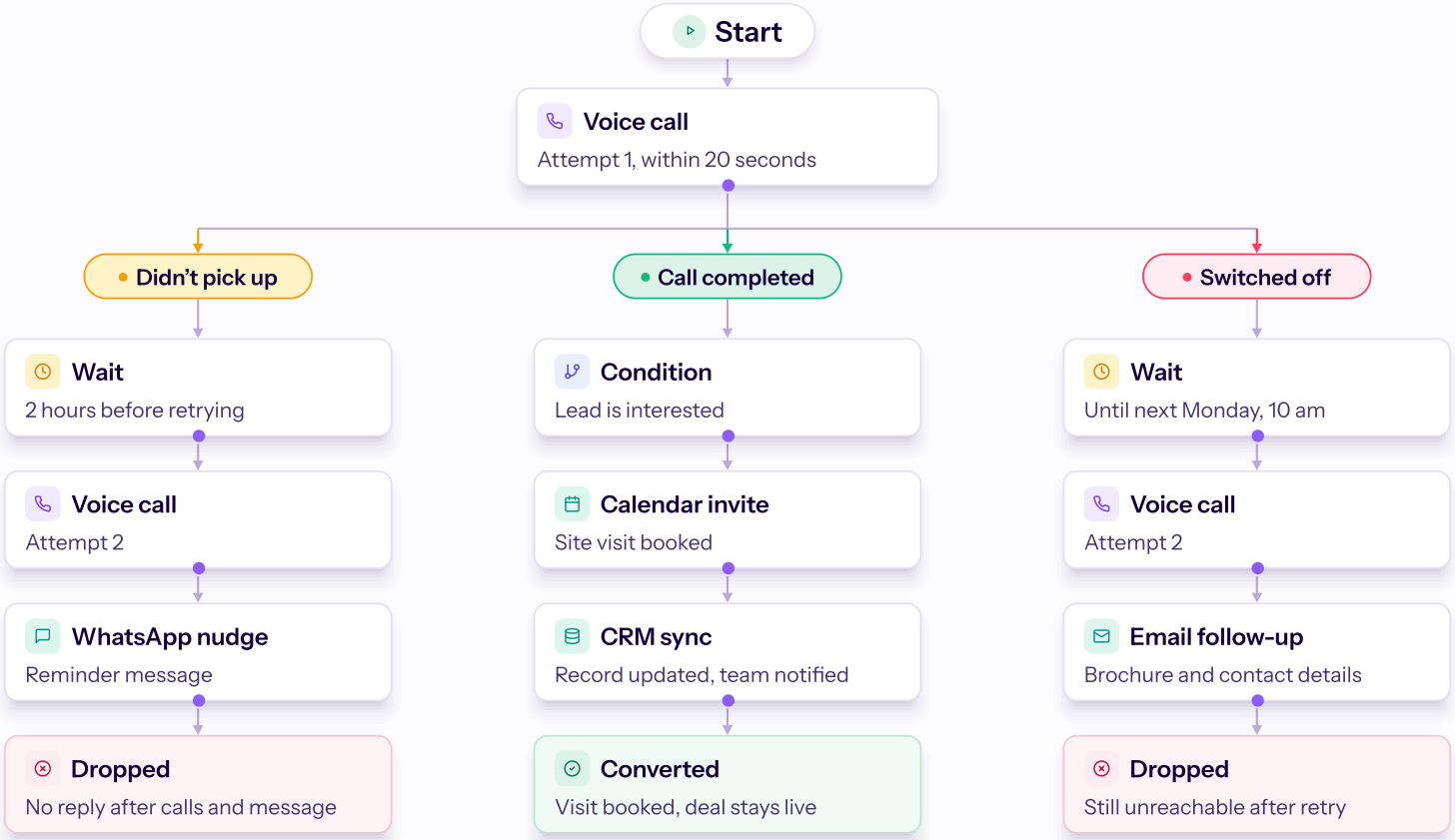
Every call, message, wait and update is logged against the lead. See what happened, when, and how it ended.

Pause Resume

Pause or resume any workflow at any time. Leads pick up exactly where they left off.

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One lead, start to finish

Anita's enquiry, with no manual touch until the closer joins.

DAY 1 Monday

10:02
Enquiry
Arrives from your website
DialNexa

10:03
First AI call
No answer
DialNexa

12:03
Second AI call
Qualified. Brochure sent on WhatsApp
DialNexa

12:03
Callback asked
"Call me Thursday evening"
DialNexa

3 days later

DAY 4 Thursday

Until 6:00 pm
Wait
Until the time captured on the call
WAIT

6:00 pm
AI callback
Site visit booked in the calendar
DialNexa

6:12 pm
Rajesh joins
Warm transfer, with the call summary
Your team

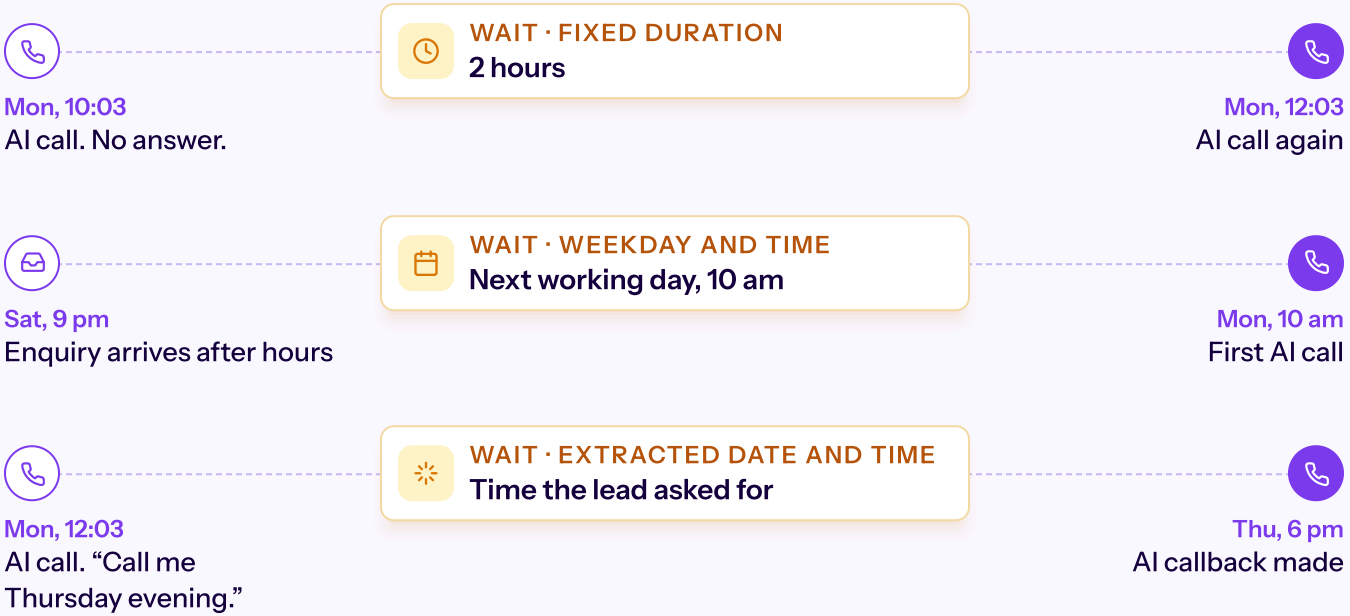
6:20 pm
CRM updated
Lead marked Converted
DialNexa

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The next step happens at the right moment

A Wait step holds each lead and releases it in one of three ways.

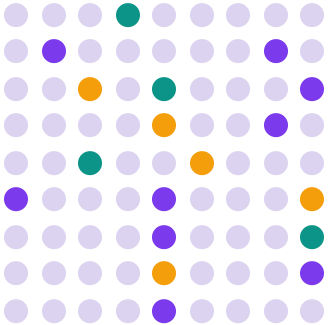


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Every reply turns into the right next call

AI calls made



- No answer
- Connected
- Called back
- Not connected

Lead calls back

Remembers every call

AI: “Hi Anita, thanks for calling back. Shall we continue with the 2 BHK at Nova Heights?”

Could not connect

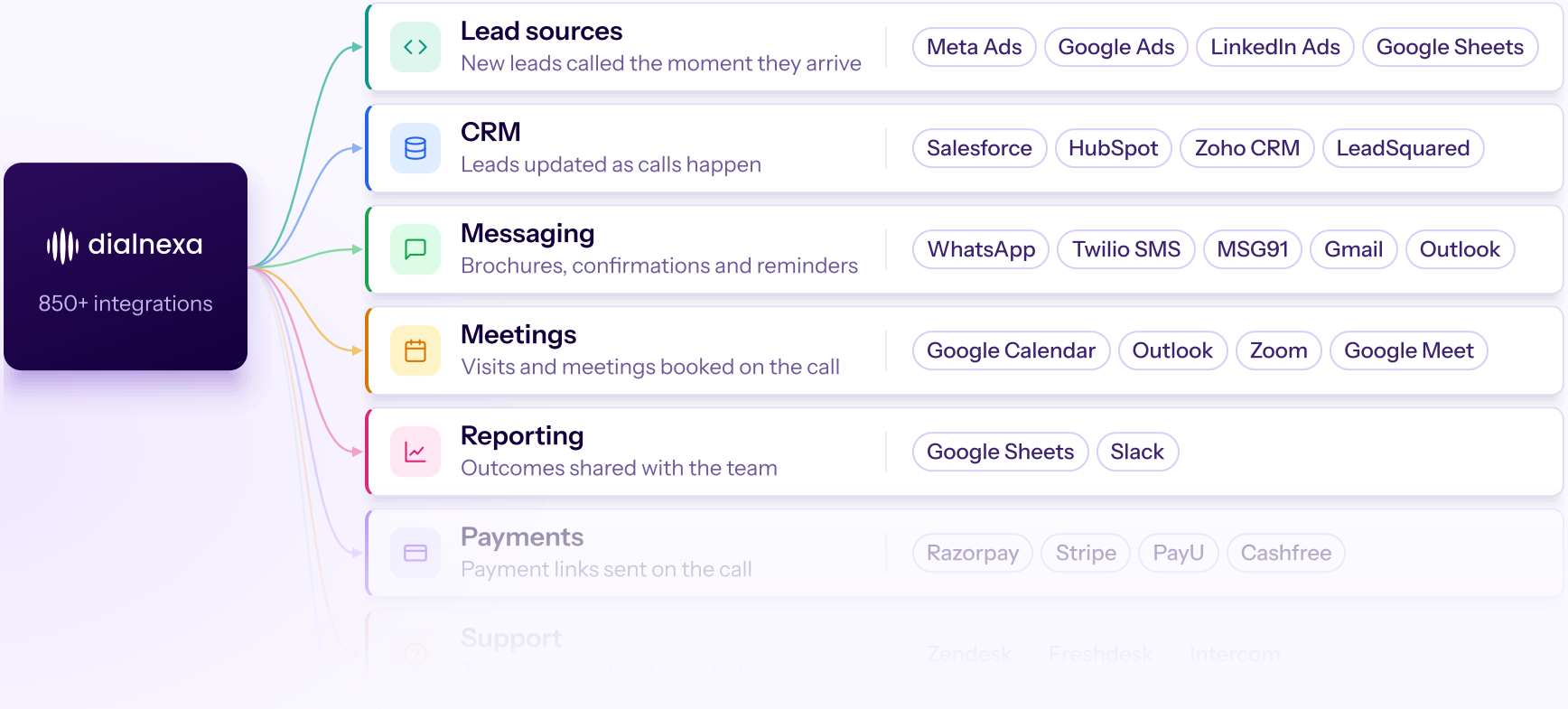
Voicemail	Switched off	Unreachable	Invalid number
Retry in 2 hours	Retry next day	Retry in 30 min	Flagged, no retry

ASKED FOR A CALLBACK	SCHEDULED BY DIALNEXA
“Call me back in 2 hours.”	Fri, 10 Oct · 12:00 pm
“Call me back at 5 PM.”	Fri, 10 Oct · 5:00 pm
“Try me over the weekend.”	Sat, 11 Oct · 11:00 am
“Call on 12 Oct at 4 PM.”	Sun, 12 Oct · 4:00 pm
“Call me after 25 Oct.”	Mon, 27 Oct · 10:00 am
“Call me next month.”	Mon, 3 Nov · 10:00 am

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Connects to every tool you run, and keeps them all moving



WHERE TO GO NEXT

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One workflow runs the whole business unit

Reach every lead	First call in 20 seconds, follow-ups on schedule
Build it your way	Configure every step, pause or resume any time
The right moment	Waits, callbacks and retries timed to each lead
Every action traced	Logged against each lead, synced to your tools

Previous

Advanced call quality controls

Faster replies, more languages, and backups that keep every call running.

Next

Go International

International numbers, calling across 160+ countries, and agents that respect each lead's local time.

CONTACT

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Ready to Start?

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