SkySync

COMPANION NOTES · SPARK 2.0 AI DAY

Two ways to deploy an agent.

Every agent is either talking to your customer, or talking to your own team. Same architecture. Different job. Three real deployments, split both ways.

TALKS TO THE CUSTOMER

External agents: Green Subsidy AU & Tibarumal & Sons.

The entry point is a stranger, not a colleague — an ad click, a WhatsApp message, a stock question. The agent is the first response, every time.

MANUFACTURING & ENERGY

Green Subsidy AU

- Thousands of leads, trapped in spreadsheets, no cost-per-lead visibility
- One clean CRM, ad spend tracked live, WhatsApp agent answering FAQs & qualifying 24/7
- Real-time spend-vs-revenue, faster inquiry to sales-ready

LUXURY RETAIL

Tibarumal & Sons

- Instant WhatsApp replies for order status & aftersales
- CRM synced to Meta, powering lookalike audiences
- A customer never waits for a human to check stock

TALKS TO YOUR OWN TEAM

Internal agent: Pinnacle Infotech.

No customer ever sees this agent. It exists to connect systems your own consultants and ops teams already depend on, and to surface what a human would otherwise have to go dig for.

WHAT IT REPLACED

- CRM, project data and IoT sensor feeds, all disconnected
- Consultants losing time gathering on-site context by hand
- Risk detection was reactive; upsells got missed

WHAT IT DOES NOW

- One data foundation across CRM, projects and IoT
- "Project 360" & "Field Assist" agents: status, RFIs, site prep
- IoT signals become proactive risk alerts and service upsells

This is the pattern to copy if your bottleneck is internal: fewer systems your own team has to check by hand, not a faster reply to a stranger.

FOR YOU, SPECIFICALLY

Which one is your first agent?

Both are the same architecture from the main talk. Pick based on where the pain actually is.

START EXTERNAL IF

- Response time to a lead or customer is the bottleneck
- FAQs, order status, or qualification eat up a support inbox
- You already have a channel: WhatsApp, web chat, email

START INTERNAL IF

- Your own team re-keys data between systems by hand
- Field or ops staff waste time gathering context before a call
- Risk or upsell signals sit unused in a system nobody checks

Either way: one workflow, one job description, one escalation rule, before it ships. See the main session deck for that model.