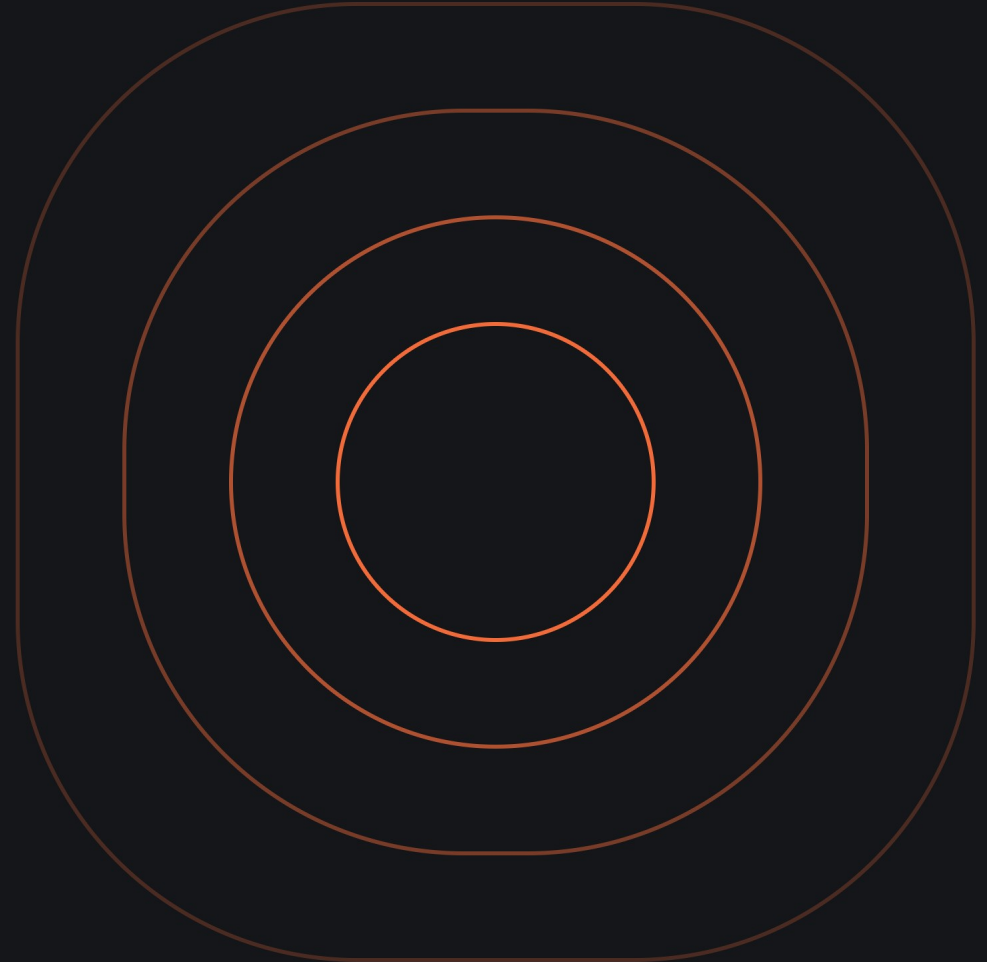


CASE STUDY · AGENT.NL

Your external AI team for customer service and operations

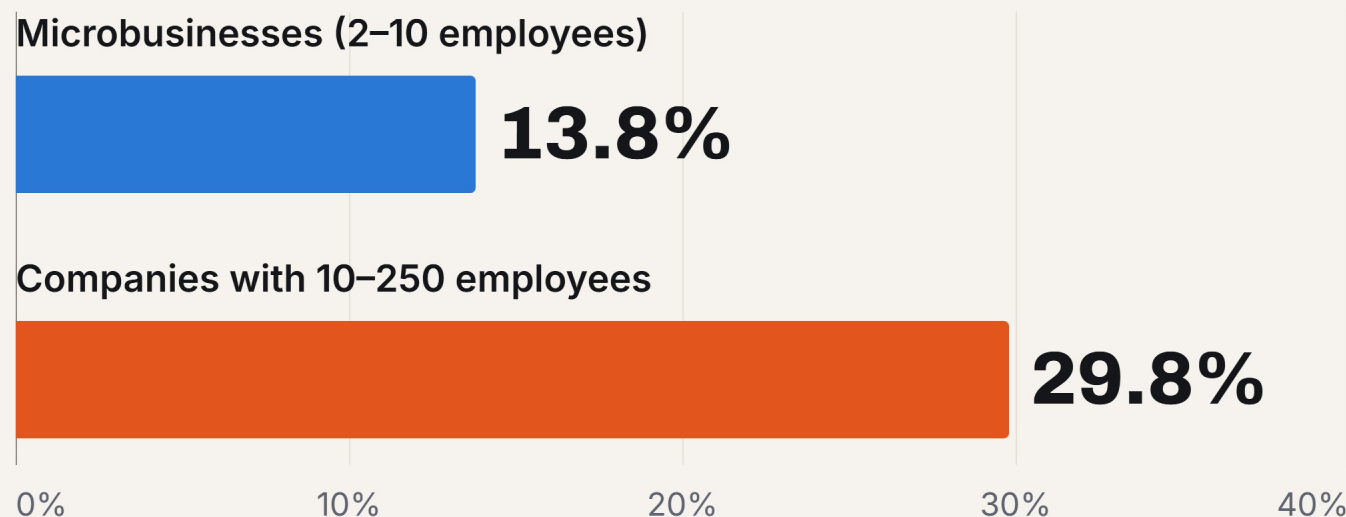
How Dutch service companies find the work their employees shouldn't be doing, and automate it.

Agent.nl · September 2026



THE MARKET

Nearly 30% of mid-sized Dutch companies already use AI



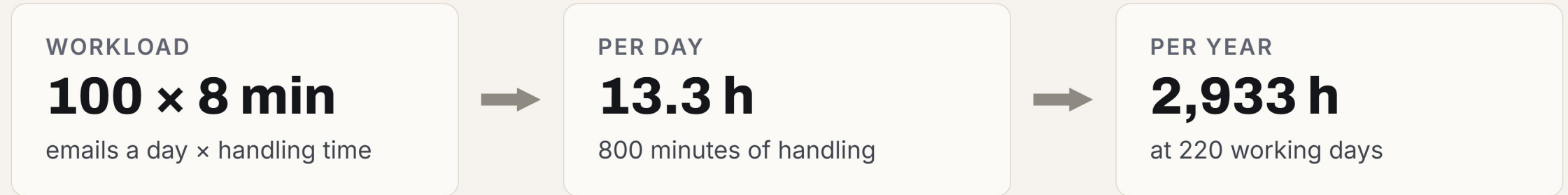
2.2x

higher AI use among companies with 10–250 employees than among microbusinesses

Our reading: large enough to have processes worth automating, but often too small for an in-house AI engineering team.

THE WORKLOAD

100 emails a day add up to about 2,900 hours a year



SHARE OF THE YEARLY HANDLING TIME

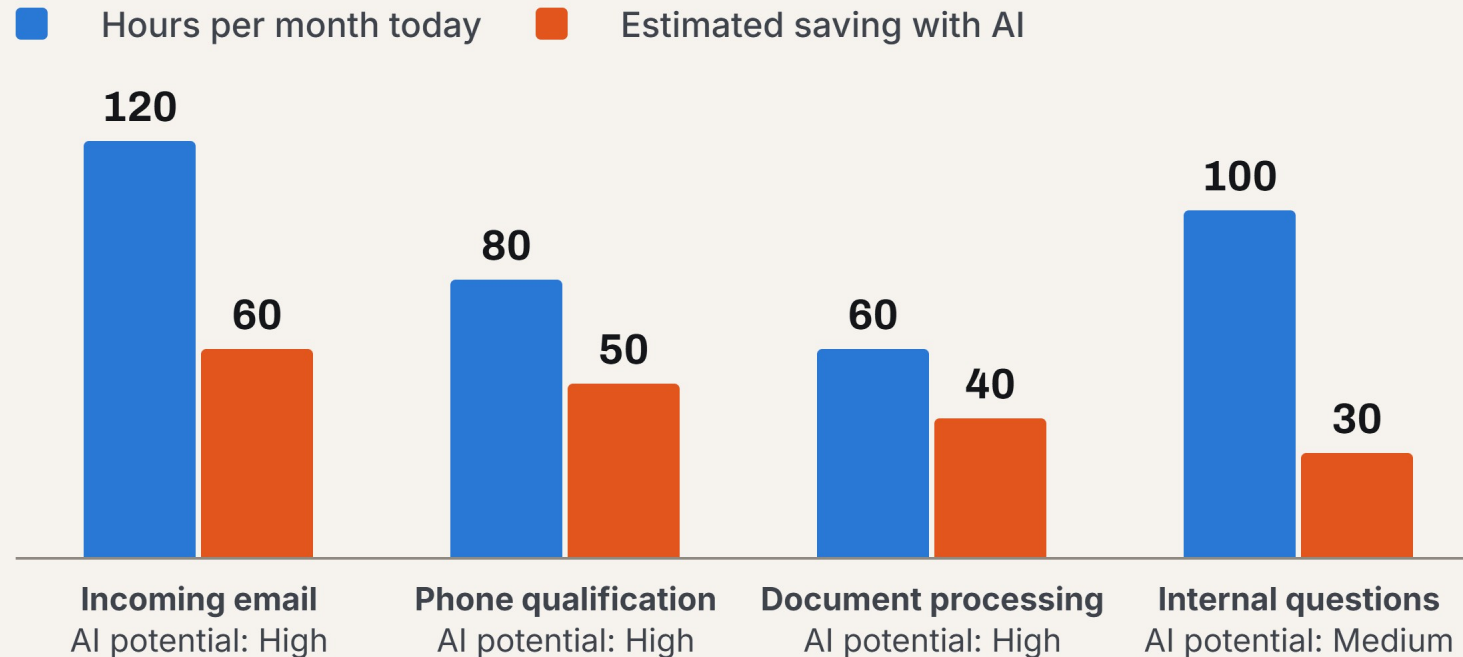


Handled by AI: 60% of the year

Stays with people: 40%

THE SCAN

An AI Opportunity Scan ends in a map like this



50%

of 360 monthly handling hours
could be saved: 180 hours

Recommended first step: the
process with the best mix of
feasibility and financial impact.

Everything here runs on a platform that already ships.

Generated from the codebase, not from the roadmap.

Source: Agent.nl Complete Feature List, 9 September 2026

THE PLATFORM

What the platform already covers

43

voice languages

In the language selector, independent of the site language.

3

AI providers

OpenAI, xAI (Grok) and Google (Gemini). Bring your own key.

6

knowledge file types

TXT, MD, PDF, DOCX, CSV and XLSX, plus Google Docs and Sheets.

25

industry pages

For example plumbers, dental practices and law firms.

Phone agent on your own number · Website chat widget · Shared knowledge base · Booking and lead capture

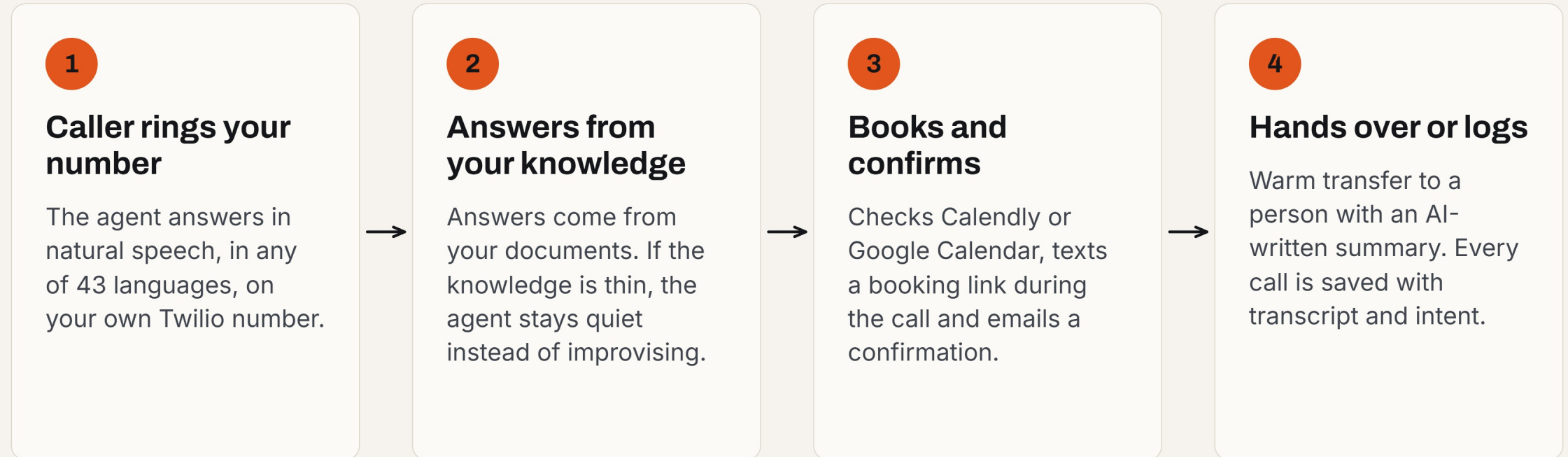
THE CHANNELS

One knowledge base serves every channel

CAPABILITY	PHONE AGENT	WEBSITE CHAT	CHANNEL API
Answers from your knowledge base	✔ Included	✔ Included	✔ Included
Books appointments	✔ Included	✔ Included	✔ Included
Captures leads	✔ Included	✔ Included	✔ Included
Looks up live data through your API	✔ Included	✔ Included	✔ Included
Hands over to a person	✔ Included	— Not listed	— Not listed

Channel API connects WhatsApp, CRMs and n8n. Custom API lookups need the Premium plan; phone agent and Channel API need Basic or higher. "Not listed" means the current feature list does not include it.

A phone call, from first ring to booked slot



Every conversation lands in the dashboard with transcript, duration, status and detected intent.

TRUST

Control, privacy and data ownership are built in



You stay in control

- Warm transfer to a person, with hold music while dialling
- AI-written summary and outcome for every escalation
- The agent stays quiet when the knowledge is thin



Data is protected

- Third-party credentials encrypted at rest
- Personal data masked in stored chat logs
- Moderation check on public chat



You own your data

- CSV export of calls, chats, leads and appointments
- Self-service deletion, up to the whole account
- Retention switches per log type

THE PATH

From scan to pilot to monthly partnership

ONE-OFF, INDICATIVE

AI Opportunity Scan

1-2 weeks · €1,500-3,000

AI Pilot

One automation · €4,000-10,000

AI Implementation

Larger workflow · €10,000-30,000+



MONTHLY SUBSCRIPTION, INDICATIVE

AI Care

€1,500 /mo

Monitoring, maintenance, reporting, small improvements

AI Growth

€3,000 /mo

Care plus dev hours, new automations, quarterly roadmap

AI Partner

€5,000-8,000+ /mo

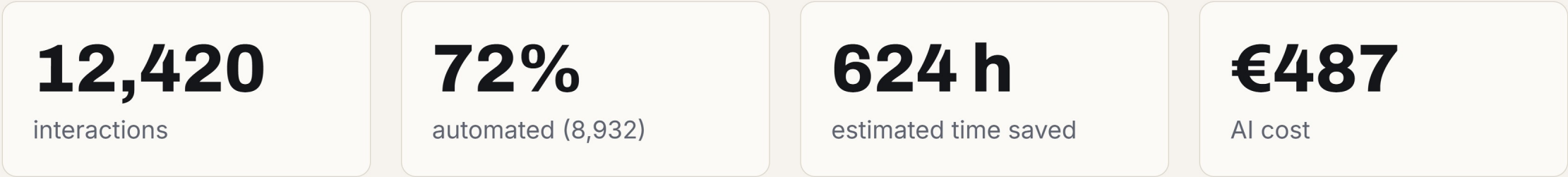
Dedicated capacity: voice, agents, workflows, integrations

Indicative ranges. Exact prices depend on scope.

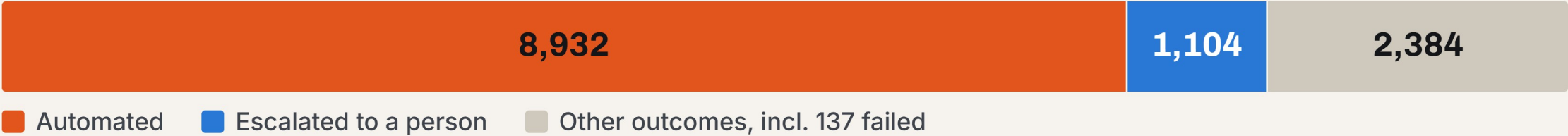
Agent.nl · 10

AI OPERATIONS

A monthly report shows what the AI delivered



WHERE THE 12,420 INTERACTIONS ENDED UP



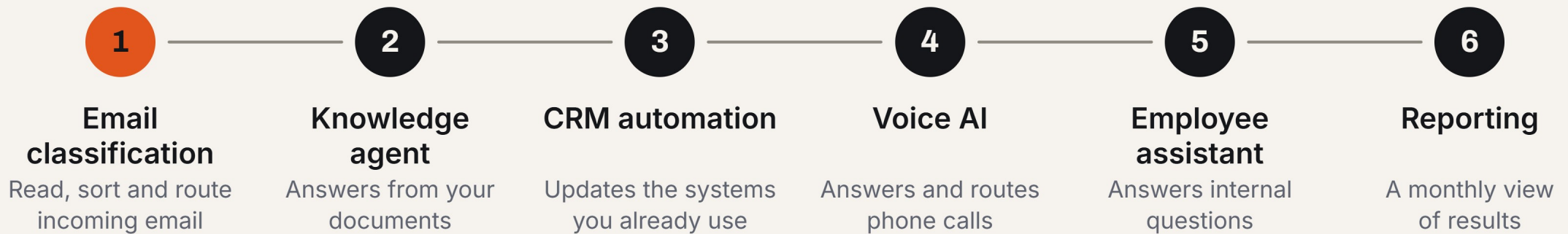
IMPROVEMENTS THIS MONTH



THE ROADMAP

Start with one automation, then add the next

START HERE



Each step builds on the same platform: knowledge base, integrations and monitoring.

Example sequence. The order follows each client's own priorities.

NEXT STEP

Find out what you could automate

Book a 20-minute AI Audit. We map your processes and show where the hours go.

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THE EIGHT QUESTIONS WE ASK

1. How many requests do you handle each month?
2. How much of that arrives by email?
3. How much by phone?
4. How many employees touch these processes?
5. Which systems are involved?
6. What still needs a human?
7. What do customers keep asking?
8. What do employees keep asking internally?

Sources, assumptions and roadmap

Sources

CBS, "Gebruik van AI-technologie door Nederlandse microbedrijven", published 16 March 2026 (2025 data).

Agent.nl Complete Feature List, generated 9 September 2026 (agent.nl/en/feature-list).

Models and examples

The workload, automation map and monthly report are illustrative examples, not measured client results.

Workload assumptions: 8 minutes per email, 220 working days, 60% automated.

Prices are indicative and depend on scope.

Not yet shipped

- Human-in-the-loop approval gate
- Email retries and dead-letter path
- Envelope encryption via KMS or Vault
- Multi-sheet lead routing
- Dutch admin panel
- Postgres LangGraph checkpointer