marketing lab

A thousand calls *no one would have answered.*

Marketing Lab · iAgility

APCC Norte 2026 · Porto · 29 October

POWERED BY Collab.

ON STAGE · ERIC JOLY, CEO

iAgility, *a French telecom operator for customer contact.*

ON STAGE · BERTRAND DELAMARRE, CEO

Marketing Lab, *the sales line of property developers.*

Developers launch new homes

Buyers call

We answer for them

THE STORY STARTS

19:42

A buyer calls. *The office is closed.*

We had a bot.

We did not have control.

THE SWITCH

Marketing Lab asked for *three things.*

Control

Autonomy

Integration

THE FIRST AGENT

2 weeks

to the first virtual agent *in production.*

ONE CALL · 4 STEPS

The AI answers *when nobody can.*

1. **Answers**
2. **Qualifies**
3. **Informs**
4. **Hands over**

AUTONOMY

Then *we took over.*

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

15 Jun
Agent 1 · Collab

July
Agents 2 to 4

August
Agents 5 to 15 · Marketing Lab

15 agents by the end of August. *14 built by Marketing Lab.*

"

We write the prompts, we test, *we fix it the same day.*

Bertrand Delamarre, Marketing Lab

THE FIRST 45 DAYS

1,703

calls answered *in the first 45 days.*

AUGUST 2026

2,467

calls *in August alone.*

The AI picks up.
The salesperson closes.

WHAT COMES NEXT

From answering buyers *to reaching out to them.*

RCS | WhatsApp | Social media | Email

BEFORE WE FINISH

One lesson *each.*

MARKETING LAB

Start with one use case.

IAGILITY

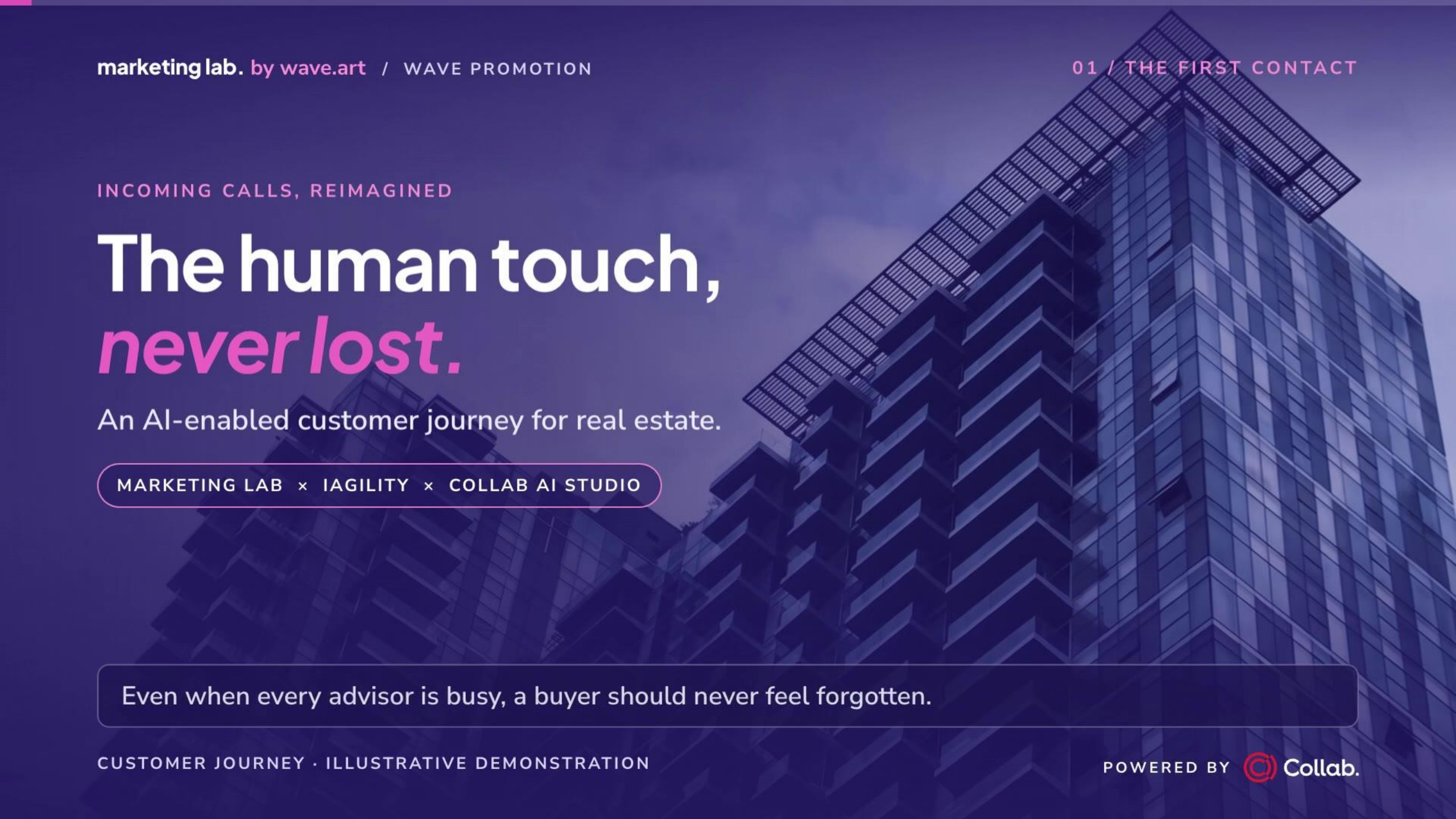
Own what you build.

INCOMING CALLS, REIMAGINED

The human touch, *never lost.*

An AI-enabled customer journey for real estate.

MARKETING LAB × IAGILITY × COLLAB AI STUDIO



Even when every advisor is busy, a buyer should never feel forgotten.

CUSTOMER JOURNEY · ILLUSTRATIVE DEMONSTRATION

POWERED BY Collab.

Thank *you*.

Questions about the project? **Pedro Miguel Dias**, in the room today

pedromiguel.dias@collab.com · Collab stand [X]