

DM AI LABS

# Tarun

An AI voice sales advisor that runs the website while you talk.

He answers about the business, scrolls to the right section, opens live demos and opens the booking calendar — without ending the call.

Live now at [dmailabs.ai](https://dmailabs.ai)

# Your website answers in text. Buyers ask out loud.

1

## Nobody reads the site

Visitors skim two sections and leave. The page that answers their question is usually three scrolls further down, and they never get there.

2

## Chat boxes get ignored

A text widget asks people to type at a company. Most close it. The ones who do type get a FAQ answer and still leave.

3

## AI demos are videos

Recorded demos prove nothing. Prospects assume the good parts were the takes that worked.

**The gap is not information. It is that nobody is standing next to the visitor while they look.**

# Four jobs, done by voice, on a live website.

1

## Answers about the business

Services, use cases, how we work, who we are not for — all from the site's own content, indexed as a knowledge base.

2

## Takes you to the right place

Ask for "customer service" and the page scrolls there. 25 named sections and cards on the homepage.

3

## Opens live demos mid-call

Case studies and interactive demos open inside the site, so the voice conversation carries on.

4

## Opens the booking calendar

When you want a human, the real calendar opens on screen. He asks for no details — the form already does.

# What a visitor actually experiences.

1

**"What does DM AI Labs do?"**

He answers in two sentences and asks which area matters.

2

**"Where does AI help in customer service?"**

The page scrolls to the Customer Service tile while he explains it.

3

**"Show me that demo."**

The live ticket-triage demo opens inside the page. The call keeps running.

4

**"Can I talk to someone?"**

The booking calendar opens. He steps back and stops asking questions.

## Behind each step

### Knowledge base

Answers drawn from the published site

### GoToSection

Scrolls the page to a named section

### OpenPage

Opens a page, demo or the calendar in-site

### Every tool reports back

He only claims to have moved you when the page really moved

PROOF, NOT A PITCH

# He is live on our own website, in public.

Not a prototype, not a recording. Anyone can open [dmailabs.ai](https://dmailabs.ai) and try to break him — including you, right now.

25

Places he can scroll to

16

Pages and demos he can open

0

Details he asks for to book

Built and run by DM AI Labs — the same team that would build yours.

# A purpose-built ElevenLabs agent, wired into a real site.

## VOICE

A calm, professional Indian-English voice chosen for advisory delivery, tuned for speed and stability.

## PROMPTS

A written brief: what he may claim, how brief to be, how few questions to ask, what to do when a tool fails.

## WORKFLOW

Three steps — guide, qualify only if wanted, hand off — each with its own brief.

## KNOWLEDGE BASE

The website crawled and indexed, so answers come from what we publish, not the open internet.

## CUSTOM TOOLS

Two browser tools he can call mid-sentence: scroll to a section, open a page or demo.

## SITE ENGINEERING

Pages open inside the site so the call survives; the widget rides along on every page.

# A page change kills a voice call. So pages open inside the site.

## What normally happens

- Visitor asks to see a demo
- The agent sends them to another page
- The browser loads a new page
- The call ends mid-sentence, and the visitor is alone again

## What we built instead

- The page opens inside the current page, with a Back bar
- The voice conversation never drops
- Tarun rides along on every page and can be dragged or minimised
- Links clicked during a call behave the same way

**This is the difference between a voice demo and a voice agent that is actually useful on a website.**

# Three things real calls taught us in week one.

1

## He claimed things he had not done

The navigation tool was set not to report back, so he said "I have taken you there" while nothing moved. Fixed by making every tool return a result he has to wait for.

2

## The model mattered more than the prompt

The first model garbled a reply mid tool-call. Swapping it for a stronger one at similar cost ended that class of failure.

3

## Booking by voice was the wrong idea

Spelling an email out loud is painful and error-prone. Now the calendar opens on screen and he asks for nothing.

You get findings like these in the first week of running one — not from a vendor demo.

# Six places a voice agent earns its keep.

## Inbound sales

Qualify and route website visitors while they are still interested.

## Front desk

Answer the questions a receptionist repeats fifty times a week.

## Support triage

Classify the issue, answer the easy ones, escalate the rest with context.

## Product walkthroughs

Guide a prospect through a complex catalogue or configurator.

## Dealer and distributor queries

Stock, pricing rules, order status — answered in the caller's language.

## Internal helpdesk

Policy, IT and HR questions answered from your own documents.

**Start with one. A single workflow, live in weeks, beats a platform decision that takes a quarter.**

# What a voice agent is not.

## It cannot

- Click, type or fill forms for the visitor
- Take payment or agree commercial terms
- Answer about things you have not published or loaded
- Replace the human conversation — it books it

## Worth knowing

- It should disclose that it is an AI, every time
- Calls need microphone permission in the browser
- Conversations are recorded and transcribed in your workspace
- It needs tuning against real calls for the first few weeks

Everything above is a design decision, not a limitation to hide. We build it that way on purpose.

# Two numbers: our fee, and what the voice costs to run.

## Our fee

Scoped on the first call, once we know how many conversation paths, systems and languages are involved. Build, or a working session where we teach your team to build it themselves.

## Voice usage — paid to ElevenLabs, not to us

Billed on actual conversation minutes. Beyond a plan's included minutes, about \$0.08 per extra minute, plus roughly a cent a minute for the language model. We do not mark it up.

| ElevenLabs plan | Per month | Conversation minutes included |
|-----------------|-----------|-------------------------------|
| Starter         | \$6       | about 75                      |
| Creator         | \$22      | about 275                     |
| Pro             | \$99      | about 1,240                   |
| Scale           | \$299     | about 3,740                   |
| Business        | \$990     | about 12,375                  |

ElevenLabs plans and rates as published in September 2026 — check their pricing page before budgeting. A three-minute conversation costs well under half a dollar, so the question is how many conversations you expect, not how clever the agent is.

## NEXT STEP

# Go and break ours first.

Open [dmailabs.ai](https://dmailabs.ai), click Tarun, and ask him something awkward. Then book a free 30-minute call and we will look at where a voice agent would genuinely help your business — and whether it is worth building at all.

### Try it

[dmailabs.ai](https://dmailabs.ai)

### Book a call

[calendly.com/dheerajmehra2024/call-with-dheeraj](https://calendly.com/dheerajmehra2024/call-with-dheeraj)

### Email

[dheeraj@dmailabs.ai](mailto:dheeraj@dmailabs.ai)