

Introducing AI Telephony in Your Company

A decision brief for managing directors

AI telephony can capture calls in a more structured way, prepare callbacks, and take load off the office, service, sales, or dispatch — provided that call types, data protection, handovers, and human approvals are settled before go-live.

Phone call



Request card



Human review



Callback · Appointment · Quote

— POSITIONING

AI telephony is not a better answering machine.

It is a structured first intake for recurring customer requests.

Suitable

- Callback requests
- Service enquiries
- Scheduling questions
- Quote requests
- Fault reports

Not without review

- Emergencies
- Complaints
- Binding commitments
- Technical advice
- Sensitive customer data

— INBOUND DATA

The first benefit lies in better inbound data.

Many businesses lose time because calls are documented incompletely — name, callback number, address, request, urgency, or site reference are missing.

Who is calling?

What is it about?

How urgent is it from the customer's view?

Which details are still missing?

Request card

CAPTURED AUTOMATICALLY

CONTACT

Name · Callback number

REQUEST

Service enquiry · Short description

SITE REFERENCE

Address · System

URGENCY

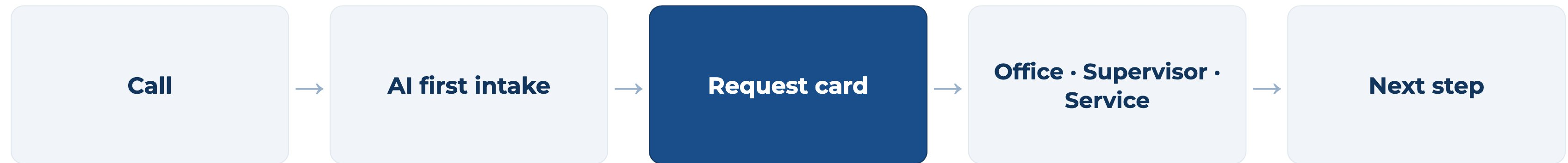
High (customer view)

MISSING DETAILS

Preferred date open

AI telephony must fit the operational workflow.

McKinsey notes that with AI in customer service, the value depends heavily on how well AI interacts with existing systems, routing, and human handling.



DEFINE BEFORE GO-LIVE

When does AI answer?

Where does the summary go?

Who reviews it?

When is it handed over?

— RESPONSIBILITY

People remain responsible for decisions.

AI telephony should prepare, not decide.

MANAGEMENT RULE

No commitment without human approval.

These stay with the company

Technical assessment	Priority
Scheduling	Quote
Price	Resource planning
Binding customer communication	

Data protection determines whether adoption is feasible.

Telephony regularly processes personal data. The EDPB stresses that AI models trained on personal data cannot be treated as anonymous by default.

Legal basis

Transparency toward callers

Storage location

Data processing agreements

Deletion logic

Access rights

DATA FLOW



EU AI ACT

The AI Act brings transparency obligations into customer interaction.

The EU AI Act sets disclosure duties so people know when they are interacting with an AI system.

- | Callers must be informed appropriately.
- | The AI must not pose as a human.
- | Its limits and handover paths must be traceable.

DISCLOSURE CARD · ANNOUNCEMENT

“You are speaking with an AI-supported phone assistant.”

— PILOT PHASE

The pilot should start small.

Do not automate all calls at once — the best entry point is a limited, controlled use case.

GOOD PILOT OPTIONS

Answering when no one is available

Callback notes outside office hours

Service and maintenance enquiries

Pre-qualifying quote requests

SUCCESS CRITERIA more complete callback notes · better routing · fewer internal follow-ups

Pilot profile	
Call type	Service enquiry
Goal	Complete note
Handover	Office / Service
Reviewer	Named person
Success criterion	Fewer follow-ups

Common wrong turns can be avoided.

False start

- Using AI for all calls at once
- Leaving emergencies unregulated
- Checking data protection later
- Naming no human reviewer
- Not checking call notes
- Creating records alongside the business

Structured start

- 1 Call types
- 2 Mandatory fields
- 3 Escalation
- 4 Data protection
- 5 Handover
- 6 Pilot

Assess AI telephony in a structured way

KrambergAI works with you to determine whether AI telephony is sensible, feasible, and responsible for your company.

Request the AI Potential Report →

krambergai.com

YOUR OUTCOME

- 01 Suitable call types
- 02 Mandatory fields per call
- 03 Data-protection & transparency review
- 04 Handover paths into operations
- 05 Pilot proposal with success criteria

KRAMBERGAI METHOD

Understand → Assess → Structure → Implement → Operate & Improve

© 2026 KrambergAI GmbH