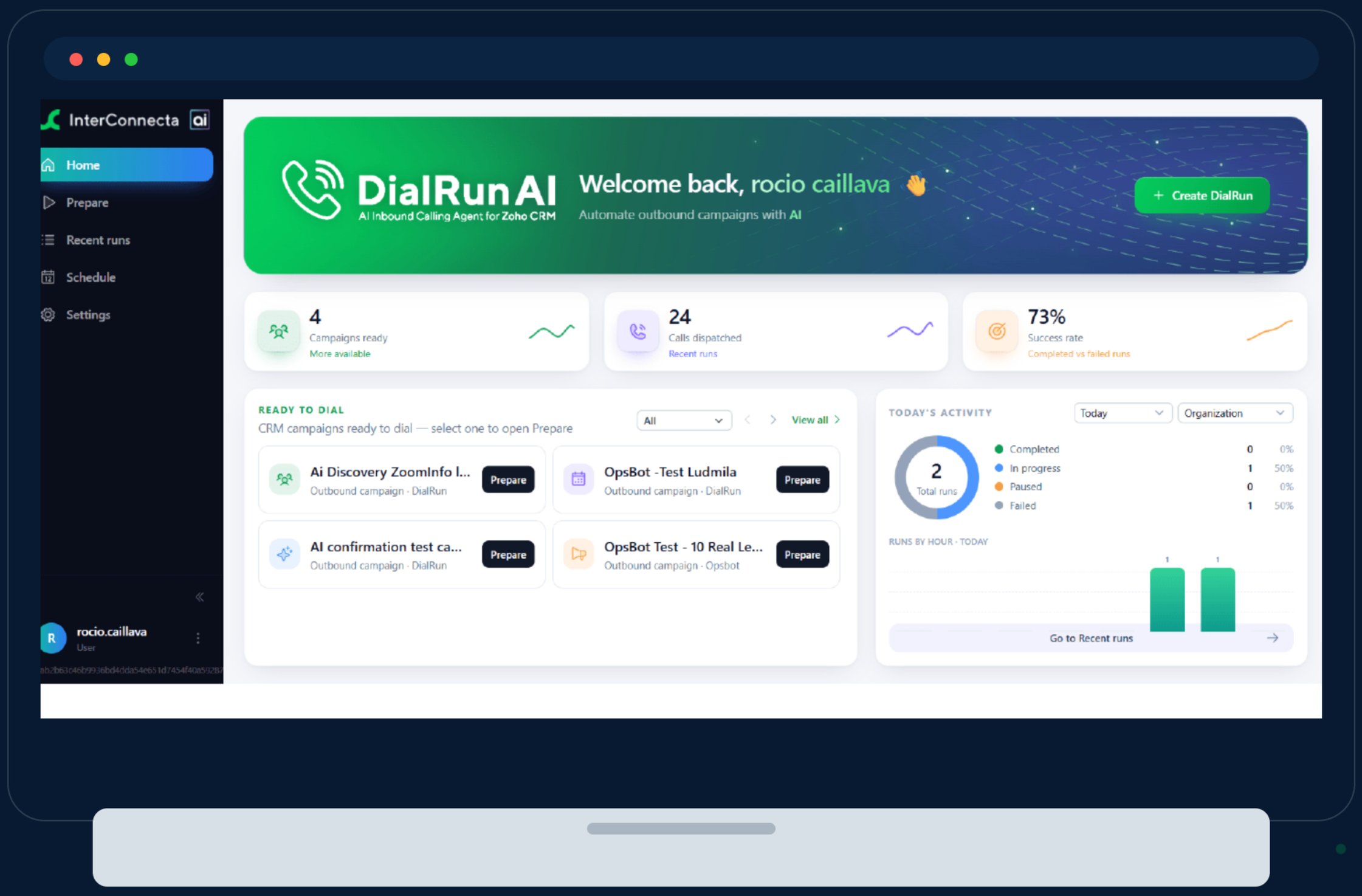
DialRun AI
AI Inbound Calling Agent for Zoho CRM
Zoho CRM

Turn repetitive calls into opportunities

Outbound Calling AI Agents integrated with Zoho CRM.

DialRun AI automates commercial and operational calls to expand contact capacity, respond faster, and free up your team's time.

More calls. Less operational work. Everything connected to your CRM.



From pending calls to conversations in action

Your team should not spend the day dialing numbers

When volume increases, follow-up becomes harder:

- **Leads wait too long.**
- **Hours spent on repetitive calls.**
- **Opportunities go cold.**

DialRun AI automates the first conversation

Calls
Makes outbound calls to selected contacts.

Converses
Maintains natural conversations with leads and customers.

Qualifies and schedules
Collects information, identifies interest, and can schedule meetings.

Logs everything
Every interaction is automatically registered in Zoho CRM.

How it works

From a contact list to conversations ready to continue

1 **Select who to contact**
Work with leads, contacts, or other records inside Zoho CRM.

2 **DialRun AI places the calls**
The agent holds conversations and executes the objective defined for each process.

3 **Qualify and take action**
It can collect information, identify interest, handle responses, and schedule meetings.

4 **Everything is logged**
Activity, notes, recording, summary, and outcome are associated with the CRM record.

5 **Your team takes it from there**
Sales receives filtered conversations and can focus on opportunities that require human intervention.

Automate call execution

DialRun AI does not necessarily eliminate every preparation step. Its main value is automating the operational work of making calls and logging each interaction.

11 manual processes without DialRun

6 manual processes with DialRun

5 automated processes

Your team remains in control

Create/configure the DialRun; configure the voice agent; configure the phone number and call parameters; load/select the campaign; launch the DialRun; analyze results and decide on follow-up.

DialRun automates

Execute calls; log progress; log outcomes; manage run status; keep run history available.

***If Sales Ops AI sends the campaign directly to DialRun, loading or selecting the campaign can also be automated.**

Voice AI + Zoho CRM

The difference is not only automating calls. It is connecting them to your operation.

Many AI voice platforms work as an additional tool: another system, another data source, and another integration to maintain.

DialRun AI is designed to work inside the Zoho ecosystem.

From Zoho CRM, you can manage calling campaigns, select records and agents, consult results, and keep every conversation's information linked to the customer.

From a manual operation...

Lead → sales rep calls → takes notes → updates CRM → coordinates meeting

...to an AI-assisted operation

Lead → DialRun AI calls → converses → qualifies → logs → schedules → sales rep continues

Tested first by InterConnecta

Before bringing DialRun AI to market, we put it to work in our own sales operation.

In the first internal pilot, the agent executed more than 200 calls in a single morning, while the team's usual manual volume was approximately 80 calls per day.

Operational outcomes

- Every call was logged in Zoho CRM.
- Conversations automatically generated context.
- The agent classified different call outcomes.
- Meetings could be scheduled based on real calendar availability.

200+

calls in one morning

~80

calls per day manually

The goal is not to replace the seller.

It is to prevent sellers from spending their time on operational work that an AI agent can execute first.

Where can it create value?

Sales
Lead follow-up and qualification.

Marketing
Fast response to requests generated by forms and campaigns.

Customer Service
Follow-ups and repetitive conversations.

Operations
Confirmations, validations, and information updates.

Finance
Reminders and collections processes.



Turn your Zoho CRM into a more active commercial operation

Your data is already in the CRM.
Your processes are already in the CRM.
Now your AI agents can work from there too.

Listen to DialRun AI in action

Schedule a demo and let's review which calling process in your company has the greatest potential for automation.

Schedule a demo

DialRun AI by InterConnecta

Outbound Calling AI Agents integrated with Zoho CRM.