

# Hanab automates cold calling with Scotty AI

10–30x industry benchmark. **284 workdays saved.**

Full-lifecycle infrastructure  
& connectivity specialist

~25+ years building  
NL's networks

~3,100 employees  
across the Netherlands

# Why Hanab needed AI to scale cold calling

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Hanab needed to **reach thousands of households to schedule fiber installations**. Doing this manually meant repeated calls, SMS, and emails, a costly and time-consuming process.

With Scotty AI, outreach, scheduling, and FAQs are handled automatically (**at scale, fast, and effectively**) resulting in a **75% cost reduction**, while human agents focus only on complex cases.

# From pain points to performance

## Why Hanab turned to AI for outreach

👉 3+ call attempts per contract

👉 ~4–6 mins per call

👉 Back-and-forth scheduling

👉 Manual SMS & email follow-ups

👉 Humans answering FAQs

Meet  
Hassy



# How Hassy works



1 Contact List

SCOTTY  
AI

2



3 Appointment  
Confirmed



Initial contact via Phone Call

- Explains service & answers FAQs
- Allow schedule or call-backs



SMS + email reminders



Smart Handover

- Humans only for reschedules & complex cases

# 75% success rate

10–30x higher than industry benchmarks (2–5%)

## 75% cost reduction

Contact attempts now cost a quarter of the original budget.

## 284 workdays saved

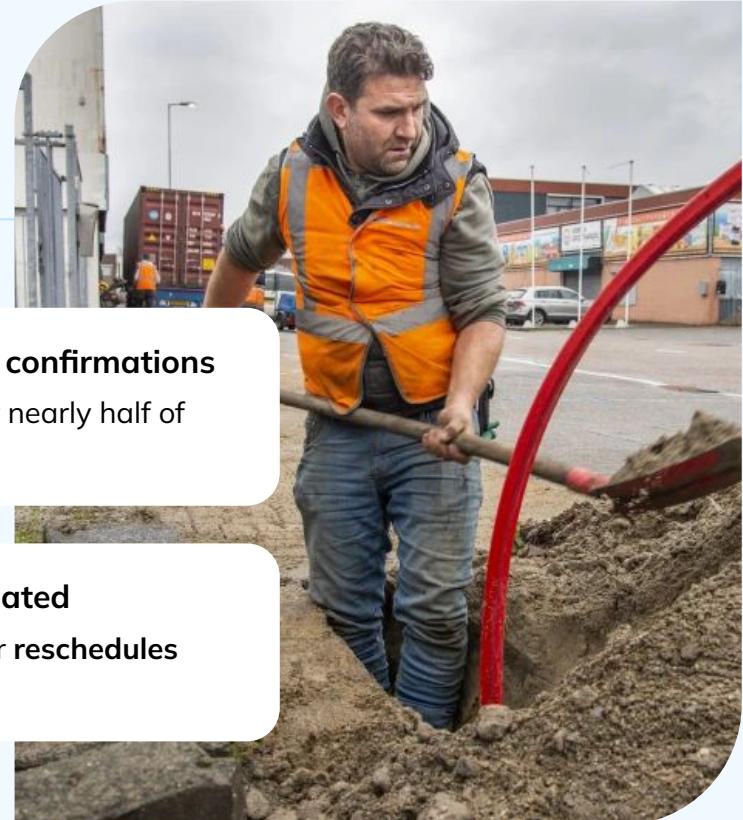
Freeing 1.5 full-time employees for higher-value work.

## 40% automated confirmations

No human needed for nearly half of bookings.

## 80% fully automated

Agents only step in for reschedules & exceptions.



# Hanab redefines Cold Calling

75% success and 40% meeting conversion with Scotty AI

	INDUSTRY AVERAGE	TOP PERFORMERS	HANAB ( <i>with Scotty AI</i> )
Cold-calling success rate	2-5%*; B2C up to 10%*	~10-15%**	<b>75%</b>
Connection-to-meeting rates	~2-4%**	Up to 15%**	<b>40.1%</b>
Impact methods	Manual calls, limited follow-ups	Training and personalization	<b>AI, multichannel, automation</b>

\*[scrap.io](#), 2025; \*\*[focus-digital.co](#), 2025;

# Why it works

AI delivers scale, efficiency, and better CX



## Multichannel strategy

Phone, SMS, and Email combined ensure **no customer is missed** and response rates climb.



## Scalable outreach

AI handles **thousands of contacts** and **6+ touchpoints** without extra cost or agent fatigue.



## Smart handover

AI manages routine **scheduling & FAQs**, while humans step in only for complex reschedules or exceptions.



## Timing

Personalized conversations delivered at the **best response windows** (e.g., evenings, mid-week) boost conversion.



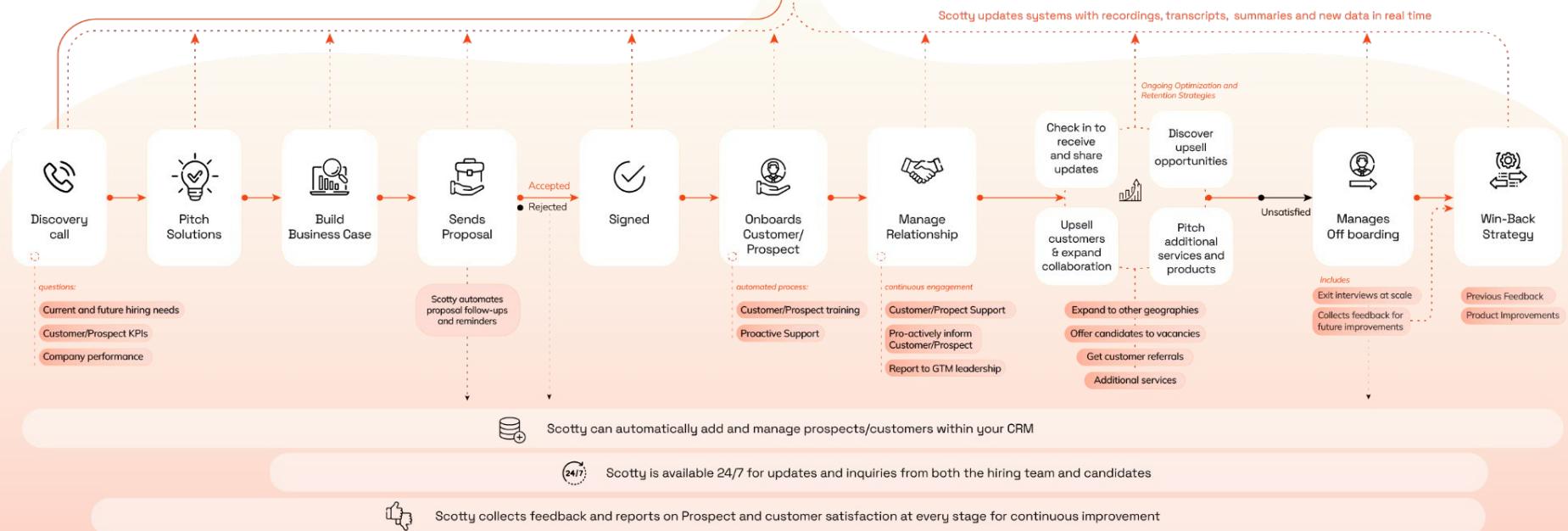
## Better CX

Customers can ask questions, reschedule, or call back, creating a convenient, **24/7** experience..

## SALES EXAMPLE



# Automate your **sales** & **customer life cycle**



# Thank you!



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*Let's talk!*

