

CASE STUDY

Hanab
Telecom Infra

SCOTTY
AI

Hanab automates cold calling with Scotty AI

10–30× 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**

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

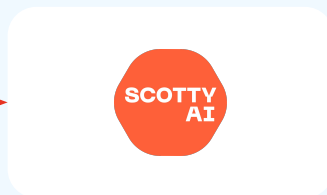
Meet
Hassy



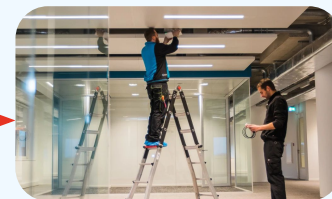
How Hassy works



1 Contact List



2

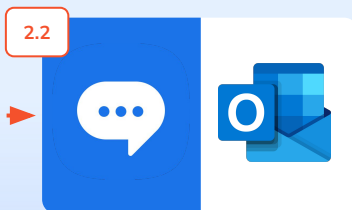


3 Appointment Confirmed

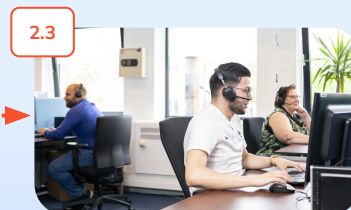


Initial contact via Phone Call

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



SMS + email reminders



Smart Handover

- Humans only for reschedules & complex cases

75% success rate

10–30× 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 (with Scotty AI)
Cold-calling success rate	2-5%*; B2C up to 10%*	~10-15%**	75%
Connection-to-meeting rates	~2-4%**	Up to 15%**	40.1%
Impact methods	Manual calls, limited follow-ups	Training and personalization	AI, multichannel, automation

*[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

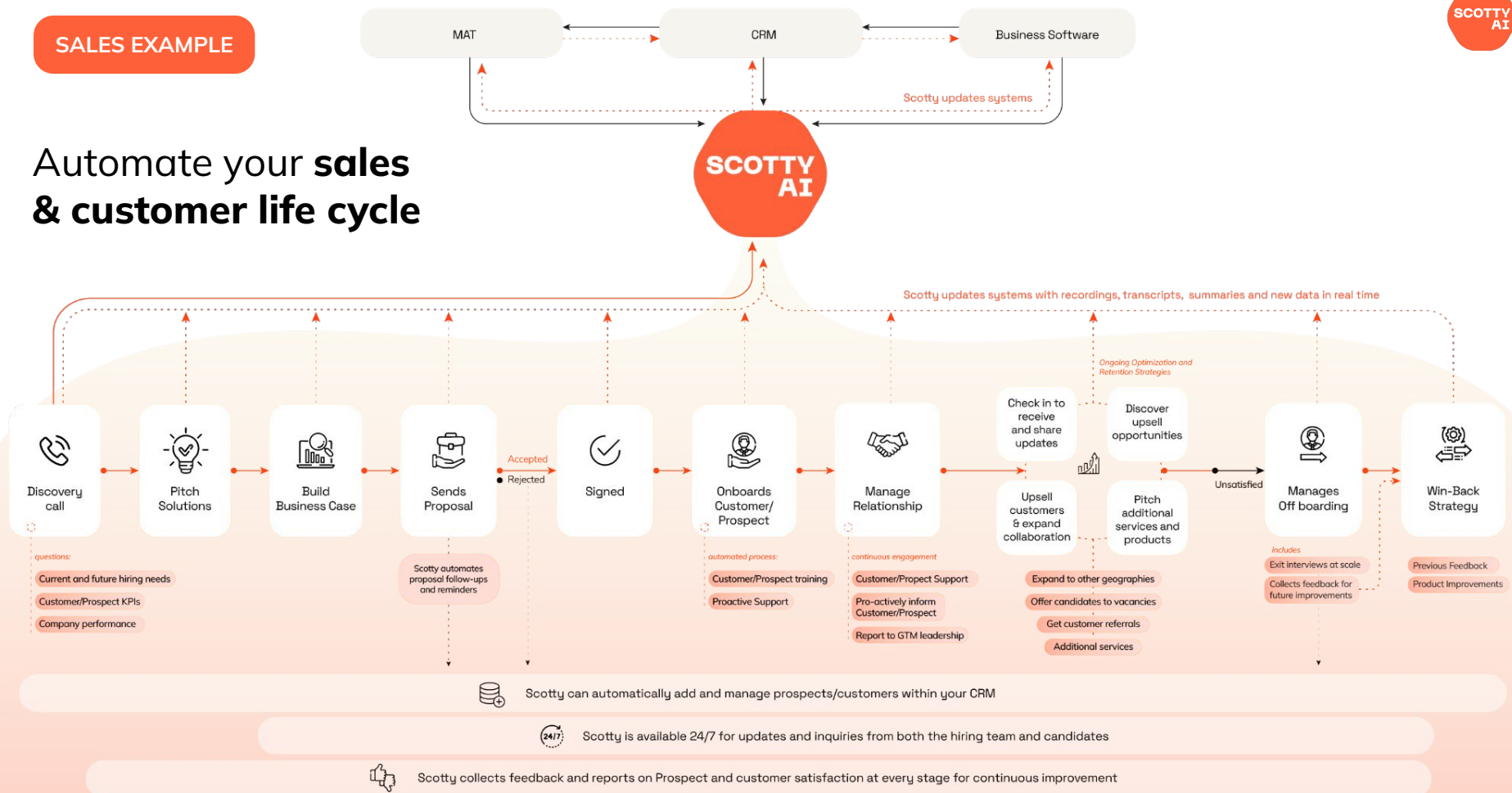
Personalized conversations delivered at the **best response windows** (e.g., *evenings, mid-week*) boost conversion.



Better CX

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

Automate your sales & customer life cycle



Thank you! 🤘



Jeroen van Roosmalen

Sales Director

jeroen@scotty-ai.com

Let's talk!

