Augmented Labs Inc.

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Conversational agents that feel human

Built for voice and digital channels, with the intelligence to understand intent, take action, and resolve customer needs in real time.

AI was meant to make customer service easier, it became one more thing to manage

Most businesses are handed a toolkit and told to figure it out. Your team ends up running an AI program instead of running the business.

~~Choose the right models~~
~~Build the agents~~
~~Train them~~
~~Monitor them~~
~~Improve them~~
~~Keep up with what changes next~~

We don't think any of that should be your job.

CX first, AI native

Augmented Labs was founded by people who have run customer operations at enterprise scale. We knew the problems first: repetitive work, missed context, broken handoffs, knowledge buried across systems. AI gave us a better way to solve them.

We start with your operation

Why customers contact you, what your team needs, where the experience breaks and what outcome you're after.

Your industry shapes the agent

Systems, policies, regulations, language and customer expectations define what good looks like for you.

Built for production, not a demo

Agents, workflows, integrations, testing and quality are designed around how your business really runs.

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Agents that finish the job

ALi understands the request, checks context and policy, takes approved action in your systems, and brings in a person when judgment calls for it.

Retail order | Airline change | Hand-off to a person

Explore the interactive demo →

Customer

"My delivery is late and I was charged twice."

- Order located
- Delivery status checked
- Duplicate charge confirmed
- Approved refund issued

ALi

"I've refunded the duplicate charge and confirmed your delivery is now expected tomorrow."

Resolved

Agent decision

Context | Permissions | Policy | Confidence

Path taken

Resolve — answer directly

Take action — in your systems

Escalate — with full context

Replay conversation

The channel can change, the context doesn't

Customers move between voice, chat, email and messaging without starting over. History, account data, knowledge and policy stay with the conversation.

4 channels

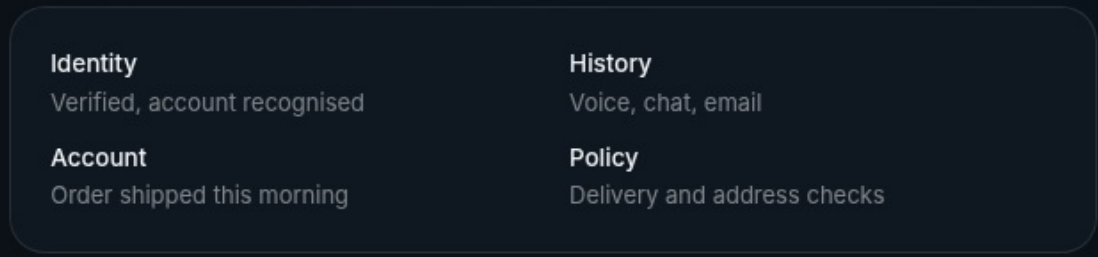
One continuous customer conversation

40+

Languages and regional variants

On voice, customers speak, interrupt and change their minds naturally. ALi keeps up, so nobody has to learn a menu.





You run your business, we run your AI

Managed AI comes with every deployment. Our team works alongside yours from the first conversation through production and every improvement after.

1

Design

Experiences and workflows shaped around your systems, policies and customers.

2

Deploy

Deployment support, release and change management into production.

3

Evaluate

Testing against realistic scenarios, quality assurance and human oversight.

4

Operate

Analytics, performance review and day-to-day operations handled for you.

5

Optimize

Continuous improvement from real conversations, outcomes and evaluations.

No need to become an AI expert, or to build another team just to manage the technology.

Tested before launch, visible after

Every agent is validated against realistic scenarios before it goes live. Console then gives your team full visibility into what is running, while we handle day-to-day operations.

Before deployment

Scenario test

Customer asks for a refund outside the standard window.

- Accuracy
- Policy adherence
- Tone
- Correctly declined the refund and explained why

New versions are compared side by side and need approval before they deploy.

Production conversations | Insights | Recommendations | Testing

Console

Live

Triage agent, main deployment

Deployment	Version 14, approved Aug 3
Knowledge sources	3 connected, synced 2 hours ago
Guardrails	12 active policies, no pending overrides
Change history	Last change reviewed and approved by Ops

Illustrative example

Works with the systems you already run

API-first by design, with pre-built integrations, APIs and MCP support for data access, automated actions and escalations.

60+

integrations across
11 categories, and growing

CRM and customer experience	Salesforce, HubSpot, Zendesk, ServiceNow, Kustomer, Zoho
AI models	OpenAI, Anthropic, Google Gemini, Groq, Together AI
Scheduling and productivity	Google Calendar, Calendly, Cal.com, DocuSign, Google Sheets
Automation	Zapier, n8n, Make
Contact center and voice	Amazon Connect, Genesys, Five9, Twilio, RingCentral, Vonage
Speech	ElevenLabs, Cartesia, Deepgram, AssemblyAI, Azure Speech
Commerce and payments	Shopify, Stripe
Data and infrastructure	AWS, Google Cloud, Supabase, Airtable, Palantir Foundry

Every industry serves customers differently, your AI should too

Telecommunications

Subscriber relationships across acquisition, service, retention and resolution.

Financial services

Regulated servicing across accounts, disputes and relationship management.

Airlines

Passenger service across booking, disruption and recovery.

Travel and hospitality

Guest experience across reservations, stays and service recovery.

Retail and ecommerce

Shopping, order care and returns across every channel.

Healthcare

Patient access and service, with clinical decisions kept with professionals.

Automotive

Shopping, ownership and service support across the vehicle journey.

Home services

Scheduling and service from first call to completed job.

Insurance

Policyholder service across every insurance moment.

Enterprise AI should earn trust at every layer

Security, privacy, governed access and responsible AI are designed in from the start, with controls configured around each deployment.

SOC 2 Type II | ISO 27001 | ISO 42001 | HIPAA | PCI DSS Level 1 | AIUC-1 | Regional data residency | Zero retention mode

Available standards depend on the providers and configuration chosen for each deployment.

Human oversight

Agents know when to act and when to hand off, so people stay in control of judgment calls.

Grounded context

Answers and actions draw on approved knowledge, policies and connected systems.

Controlled actions

Permissions, workflows and guardrails define exactly what an agent can see and do.

Governed access

SSO, OAuth, role-based permissions and full auditability across agents.

Not just support, the whole customer relationship

Customer care is where most teams start. The same agents, context and guardrails carry through to winning, keeping and recovering customers, so value shows up in revenue as well as cost.

Sales

Turn buyer intent into action

"I need four round-trip tickets from Toronto to London next month, seats together, one checked bag each."

- Trip understood
- Best-fit flights matched
- Seats and bags added

Ready to book

Explore sales

Retention

Give every customer a reason to stay

"My bill keeps going up, roaming is confusing, and I'm seriously thinking of switching."

- Billing friction identified
- Roaming usage explained
- Eligible retention options surfaced

Retention path accepted

Explore retention

Collections

Recover more without losing the relationship

"My payment is overdue. I can make a payment, but I can't cover the full amount today."

- Amount due confirmed
- Payment intent understood
- Eligible options checked

Next payment path confirmed

Explore collections

On every path, ALi Assist can also work alongside your human team in real time, surfacing context and the best approved next move.

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Make every conversation feel human

From your highest-volume interactions to your most complex cases, see what happens when agents are built to actually get things done.

Talk to our team