Echo

AI voice coaching for sales reps — before the real call.

Team: IGTM · Group: Group #1 · AI Voice Sales Agent



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Reps Practice on Real Prospects. That's the Problem.

Bad First Calls Lose Customers

There's no undo button on a real sales call. Every awkward pause or missed objection costs pipeline.

Text Roleplay Is Too Easy

Real selling pressure lives in voice — tone, interruptions, objections, and silence. Text can't simulate it.

Post-Call Coaching Is Too Late

By the time a manager reviews the recording, the deal is already lost.

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Meet Echo — A Flight Simulator for Sales Calls

Before the real call, reps enter a live AI buyer simulation. No scripts. No safety net.

🎯 Configure the Buyer

Industry, persona, mood, difficulty, product context

🎙️ Live Voice Call

Real-time transcript + voice interaction with an AI buyer

⚡ Real Pressure

Interruptions, objections, and awkward pauses — just like the real thing

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Live Demo Flow



Setup Wizard

Choose industry, persona, mood, difficulty, product context



Live Voice Call

Real-time transcript and voice interaction with AI buyer



Objection & Interruption

AI buyer pushes back with realistic resistance



End Call

Session closes, data captured for analysis



AI Coach Debrief

Scores, annotated transcript, and recommendations

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The Debrief — Every Insight Cites the Real Call

Discovery Score

Did the rep ask the right questions?

Objection Handling

How well did they respond to resistance?

Close Attempt

Did they drive toward a commitment?

Active Listening

Did they respond to buyer signals?

Every coach annotation links directly to a **real transcript quote** — no generic feedback, no fluff.

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Under the Hood

Echo's stack is built for low-latency, real-time voice interaction with intelligent, persona-driven buyer behavior.

- **Next.js + shadcn UI** — Fast, clean frontend
- **Agora Conversational AI Engine** — Inline-configured voice sessions
- **Agora RTC + RTM** — Live transcript streaming
- **LLM Buyer Persona Prompt** — Dynamic objection generation
- **ElevenLabs** — Realistic AI voice synthesis
- **Couchbase** — Personas, sessions, transcripts, coach outputs, user profiles
- **Vector Search** — Retrieves persona-specific objections at runtime

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Why Echo Wins — and What's Next

Voice Practice = Real Selling

Closer to the real thing than any text-based tool.

Pre-Call, Not Post-Call

We train reps *before* the deal is on the line.

Adaptive Memory

Sessions get harder where the rep is weakest.

Next: AI buyer avatars · More industries · CRM integration · Team dashboards

> **"Echo turns every lost objection into the next training rep."**

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