

AI PLAYBOOK 2026

Which Calls to Automate With AI, and Which to Keep Human

A clear decision framework for Australian businesses: automate the repetitive, structured, low-emotion calls, and route the emotional, complex, high-value or regulated ones to a person fast.

The winning move in 2026 is not "automate everything", it is drawing a smart line. **Automate the calls that are repetitive, structured, and low-emotion:** after-hours answering, appointment booking, common FAQs, call routing, lead qualification, and missed-call recovery. An AI voice agent handles these instantly, around the clock, at a fraction of the cost. **Keep a human on the calls that are emotional, complex, high-value, or regulated:** upset customers, complicated problems, big sales negotiations, and anything with legal or medical weight. The magic is in the *handoff*, the AI should triage, capture the details, and pass a warm, context-rich call to the right person the moment a call crosses the line. For Australian callers, an **authentic Australian voice** matters: an obvious overseas accent gets hung up on.

■ The short version

Call Type	Automate With AI?	Why
Upset or complaining caller	✗ Human	Emotional, needs empathy and judgement.
Complex, multi-part problem	✗ Human	Off-script; needs improvisation.
Major sale / key account	~ AI qualifies, human closes	High value, route fast, don't automate the close.
Legal / medical / financial advice	✗ Human	Regulated and sensitive; audit trail required.

■ Key points

- 1. Emotional calls

The Green-Light Test

If you can write down the three or four questions the call always involves, and you know exactly what a good outcome looks like, automate it. Bookings, FAQs, routing, and after-hours capture pass this test every time. If you cannot script it because it depends on the person, hold off, that is a human call.

■ Questions the full guide answers

- ☐ Which calls should a business automate with AI first?
- ☐ Which calls should always go to a human?
- ☐ Will callers know they are talking to an AI voice agent?
- ☐ What does a good AI-to-human handoff look like?
- ☐ Does an Australian voice really matter for AI phone agents?
- ☐ Is automating calls with AI cheaper than having staff handle them?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.