

CUSTOMER SPOTLIGHT

*The consultancy
that doesn't scale
by hiring.*

LumehAI

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Karmaflow

THE SETUP

Their team kept doing what they love — *AI strategy for their customers.* The agents ran the rest.

LumehAI.com builds AI strategy practices for ambitious operators. Their founders wanted to spend their days inside the work — not chasing inboxes, qualifying inbound, or stitching together the next follow-up. Karmaflow gave them an autonomous workforce: prospect engagement and customer engagement agents operating around the clock, in the same voice, with the same context as the team itself.

The result is an operating layer that compounds. Thousands of administrative hours, every week, handled by agents — without dropping a beat on tone, accuracy, or follow-through.

1,000+

ADMIN HOURS / WEEK HANDLED
BY AGENTS

24/7

PROSPECT & CUSTOMER
ENGAGEMENT COVERAGE

0

HEADCOUNT ADDED TO SCALE
THE OPERATION

A consulting practice scales one of two ways: hire more people, or move more leverage into the system. LumehAI chose the second. What follows is how it works underneath, and what it produced in the first weeks of running.

WHAT GOT BUILT

A prospecting engine. *Everything else, on top.*

LumehAI's most consequential deployment isn't a chatbot or a help-desk agent — it's an outbound prospecting engine. Agents research target accounts, draft personalized outreach, send across email and SMS, qualify the replies, and hand warm conversations to the team. The same architecture extends across web chat, phone, and customer engagement.

LAYER 01 · THE PROSPECTING ENGINE

Research and outbound, agent-driven

A research agent reads the prospect — site, signals, recent moves, people — and hands the brief to a writer agent that drafts outreach matched to what was found. Outbound goes out across email and SMS in the LumehAI voice. Replies come back to qualifying agents that move the conversation forward, ask the questions a junior SDR would, and surface meeting-ready leads to the team. The pipeline runs continuously. The team doesn't.

LAYER 02 · THE CUSTOMER ENGAGEMENT AGENTS

Every channel, same voice, same context

Web chat on the marketing site, inbound phone, SMS, email, follow-up flows — all operated by agents sharing the same memory of who the prospect or customer is. When a conversation moves from one channel to another, nothing resets. The agent knows what was said yesterday on email and references it on today's call.

LAYER 03 · THE OPERATING LAYER

Internal work, kept inside the practice

Behind the customer-facing agents, operational agents handle the unglamorous middle of consulting work — meeting prep, follow-up notes, proposal drafting, internal coordination — so the consultants stay in client work. Same platform, same observability, same governance.

WHAT CHANGED

A thousand admin hours a week. *None of them human.*

The number a consulting firm watches isn't revenue — it's where the partners' hours go. Most consultancies spend the majority of their weeks on the administrative middle: research, outreach, qualification, scheduling, follow-up, internal coordination. LumehAI moved the middle to agents.

1,000+

ADMIN HOURS / WEEK HANDLED BY AGENTS

Prospect research, outreach, qualification, follow-up, internal coordination

24/7

PROSPECT & CUSTOMER
ENGAGEMENT COVERAGE

0

HEADCOUNT ADDED TO SCALE

4×

QUALIFIED LEADS DRIVEN
BY AGENT OUTBOUND

Admin hours measured across prospect research, outreach, qualification, follow-up, and internal coordination. Qualified-leads multiplier is directional, measured against the team's pre-deployment outbound baseline.

We built LumehAI to do the most interesting work in the room — designing AI strategy for our customers. Karmaflow lets us actually do that work, while the business itself runs.

— CO-FOUNDERS, LUMEHAI.COM

THE LEAD-GEN LOOP, AGENT BY AGENT

From cold account *to meeting-ready lead.*

A walk through what happens when an account enters LumehAI's pipeline. Every step below is performed by an agent in the same Karmaflow tenant, sharing memory of the prospect across the entire journey.

01 Account research

A research agent pulls signals from the prospect's site, public filings, hiring posts, leadership moves — and writes a structured brief naming the specific angle worth opening on.

RESEARCH
AGENT

02 Outreach drafted & sent

A writer agent takes the brief and drafts outreach in LumehAI's voice — one observation, one capability, one low-friction ask. Email sent; if no reply, SMS follow-up fires on the same memory.

EMAIL + SMS

03 Reply qualified

When the prospect replies, a qualification agent moves the conversation forward — captures budget signals, timeline, decision-maker context. Cold replies nurtured, warm replies advanced.

QUALIFIER
AGENT

04 Handoff & brief

When a lead clears the bar, the agent books a meeting and prepares a brief: what the prospect said, where they are, what to lead with. The consultant walks into the call already loaded with context.

HANDOFF TO
TEAM

05 Follow-up & nurture

After the meeting, the agent drafts and sends follow-up, posts internal notes, queues the next touch. Quiet prospects stay warm with contextual outreach — not template drips.

CONTINUOUS

WHAT THIS LETS THE TEAM DO

More client work. *Less of everything else.*

A consultancy lives or dies on the quality of its thinking. The work that distinguishes one firm from another is the strategy, the framing, the judgement — not the outreach calendar or the meeting prep doc. LumehAI built around that asymmetry: agents handle the middle, humans handle the work that actually compounds the practice.

The team isn't replacing anyone. It's running a version of the firm a five-person consultancy couldn't have run before, where the partners' hours go where they matter most — in front of clients, designing the strategy, doing the thinking that gets recommended back to the next prospect.

ABOUT LUMEHAI

LumehAI builds AI strategy practices for ambitious operators. Founded by veterans of enterprise AI and consulting, the firm helps clients design and deploy autonomous workforces. lumehai.com

ABOUT KARMAFLOW

The AI agent platform underneath. Businesses use Karmaflow to deploy and operate agents across voice, SMS, email, and chat — with built-in real-time audit, recovery, and observability.

Start a conversation.

karmaflow.ai