How to Let AI Agents Run Your Business Whilst You Sleep

Jason Tan

Ascendnce

Scale revenue without more headcount

Where are you at?

- I chat with ChatGPT or Claude
- I have AI agents working autonomously

How 50 AI Agents Run My Business Whilst I Sleep





The Scaling Trap

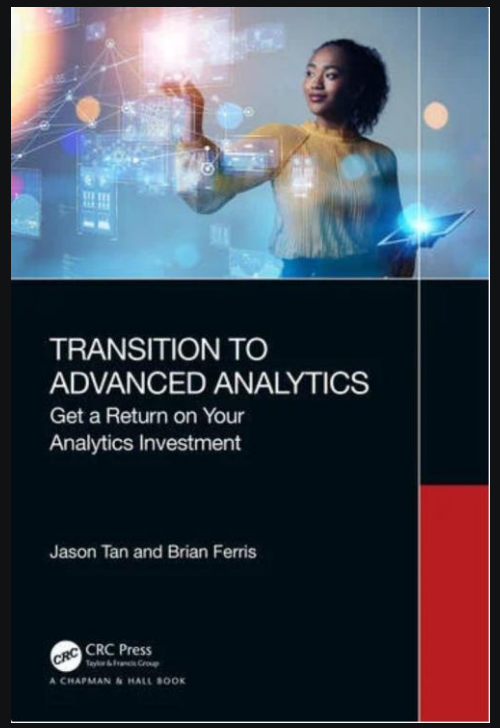
Hiring Cycle Restarted



Best People Quit



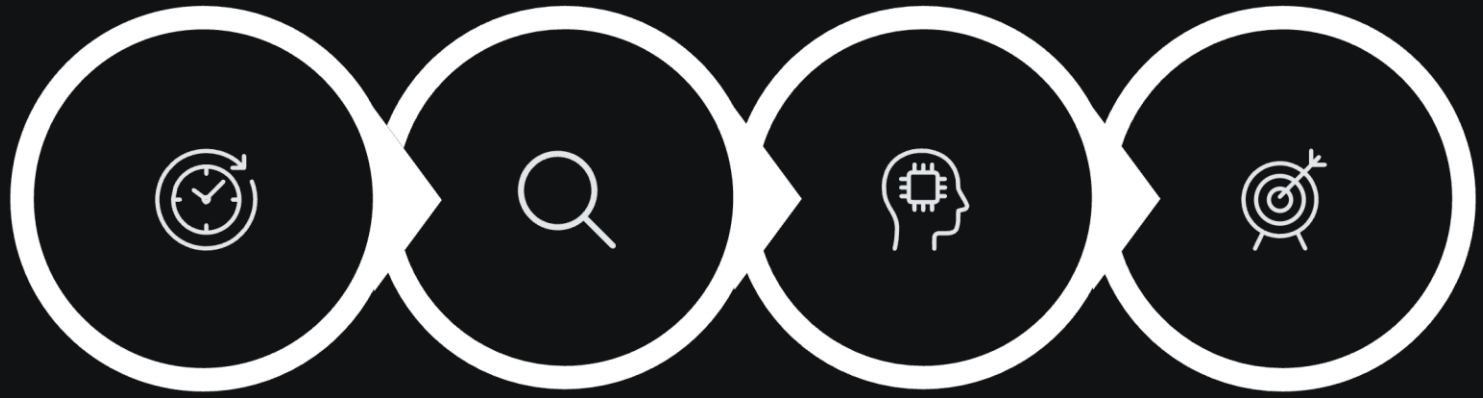
Who Am I



Jason Tan

- → **CAIO, Ascendnce**
- → **Scaled an AI SaaS to 100k users**
- → **Built Suncorp's pricing engine**

AI Agents to Amplify Our Best People



Identify mundane tasks

Find the data

Automate with AI

Measure with goals

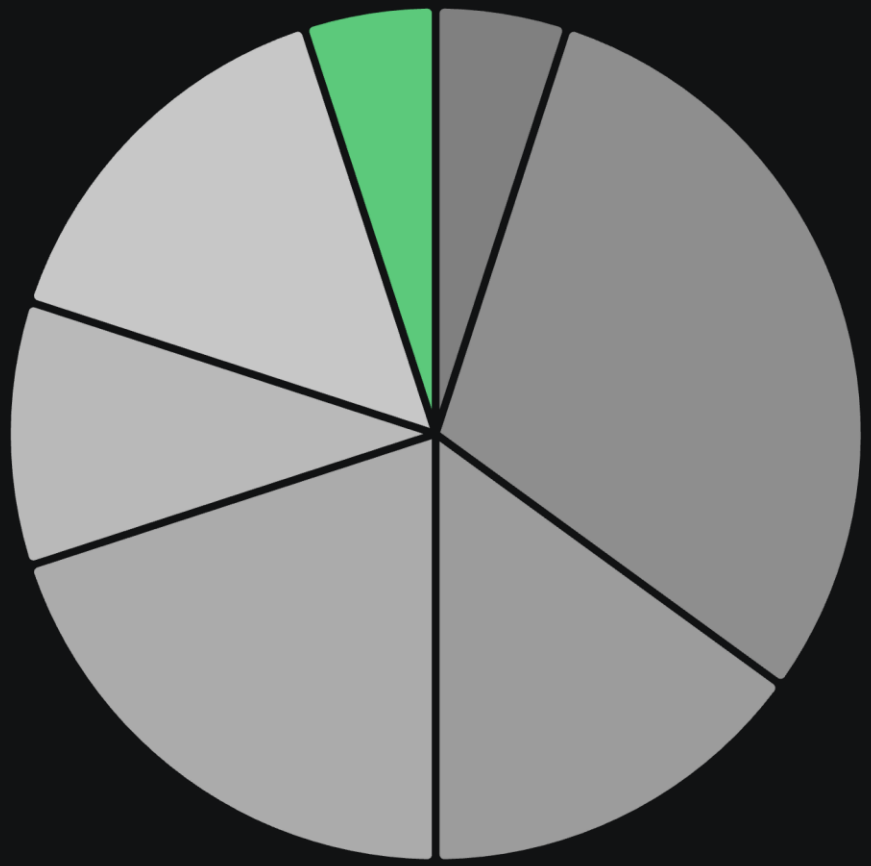
How We Evaluate AI Agents

- Where it completely fails
- Where it makes mistakes
- Where it needs human judgement

Sales

AI Sales Agent

The Day of an SDR



- Run filters in data tools · 5%
- Inspect leads and companies manually · 30%
- Judge profile fit · 15%
- Hunt for emails · 20%
- Save to spreadsheet · 10%
- Email and follow up · 15%
- Talk to prospects · 5%

The Problem

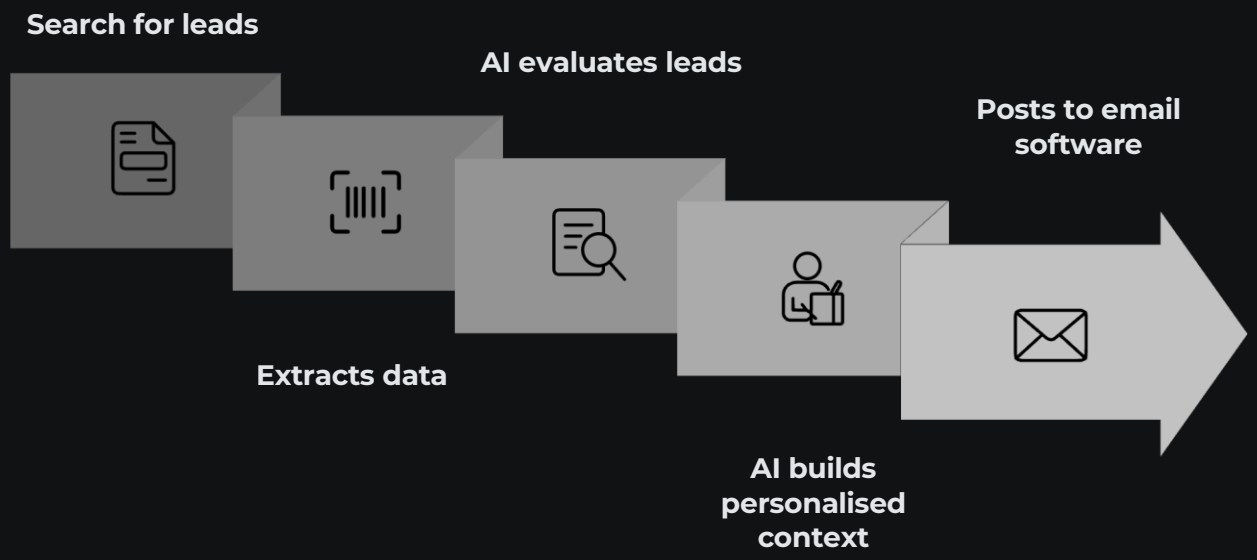
Extremely repetitive

Data entry and switching tabs

6 hours high burn daily

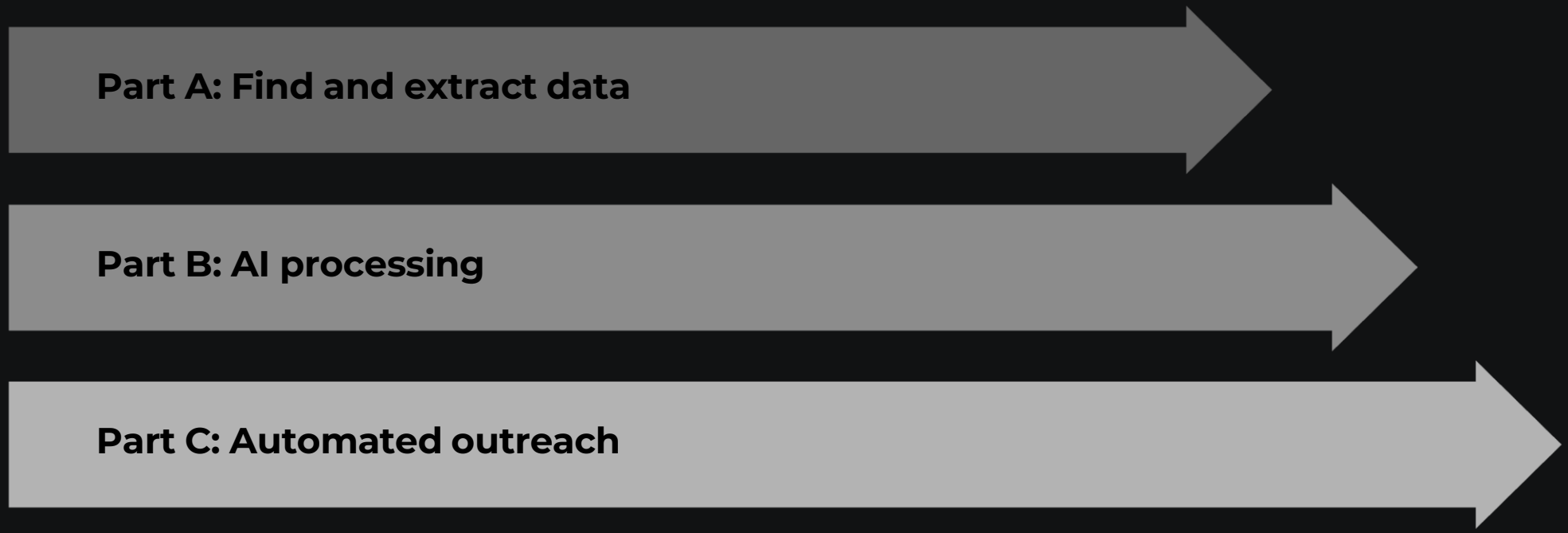
SALES

How an AI agent process leads

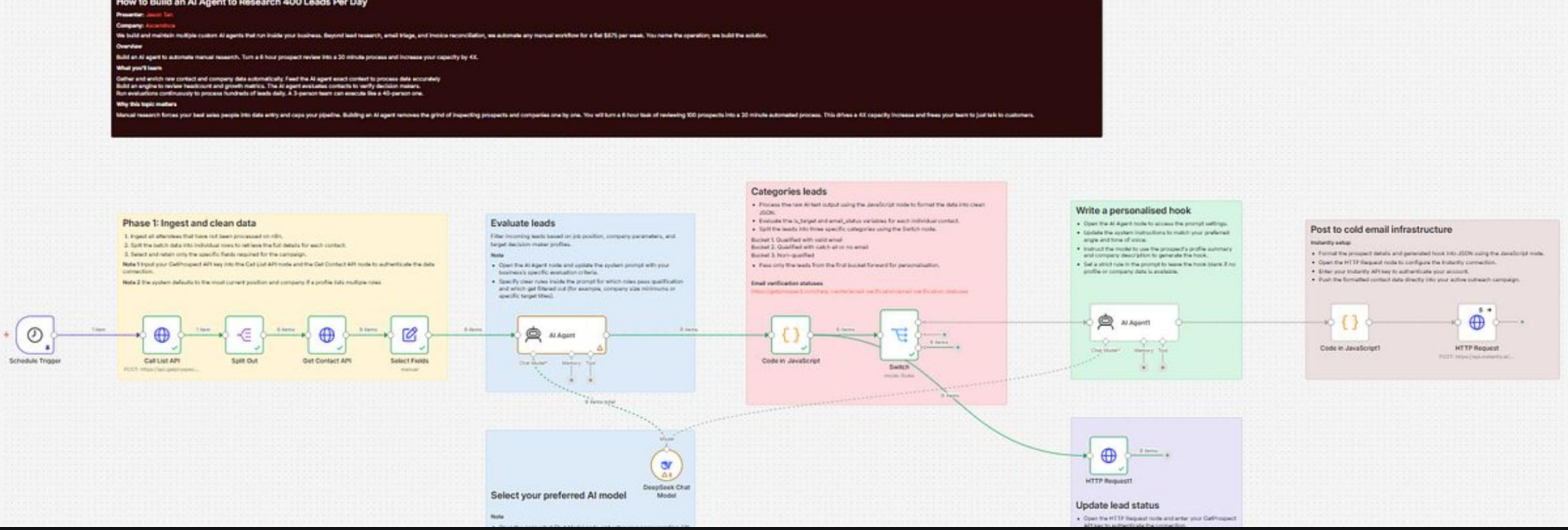


SALES

How It Works in 3 Parts



SALES



Bird's-Eye View

SALES

The Result

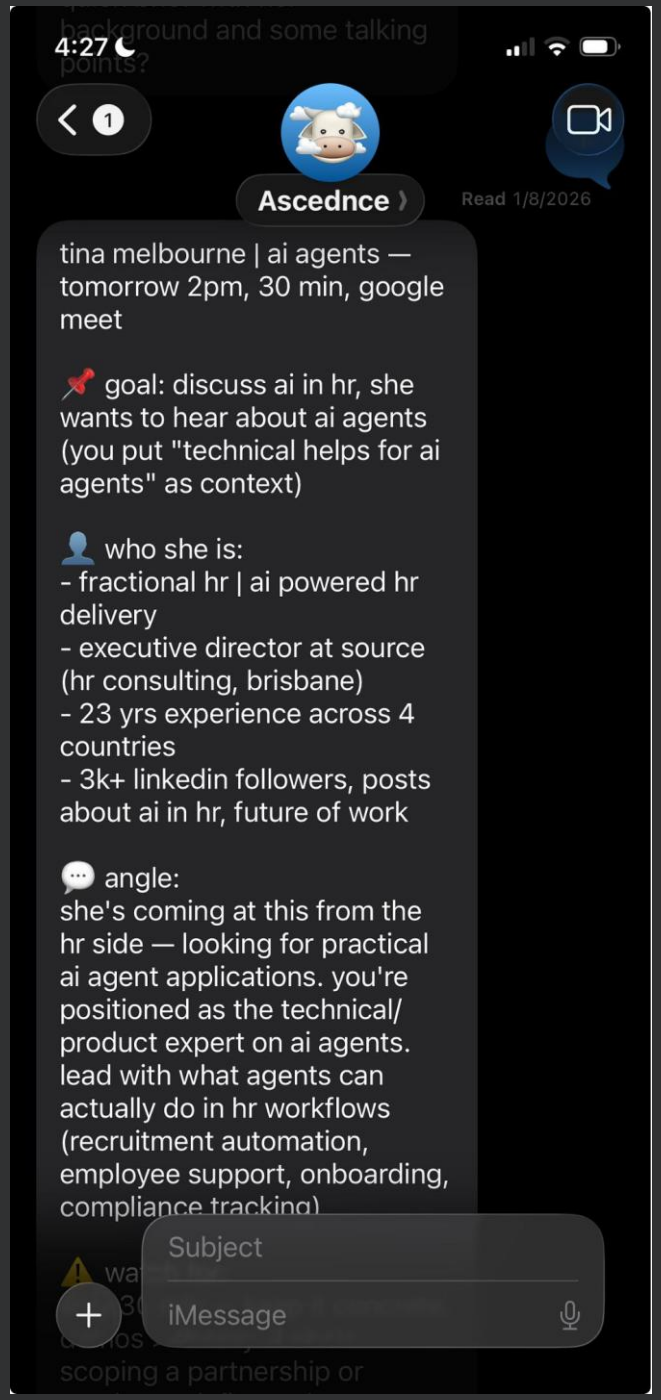
Before

- 6 hours per day
- 100 leads per day
- Data entry

After

- 20 minutes per day
- 400 leads per day
- Talking to customers

SALES



SALES

Meeting Prep and Daily Update

Where the 50 AI Agents Work



Marketing

Lead gen & outreach automation



Sales

Invoice reconciliation & follow-ups



Customer Support

Email triage & ticket routing

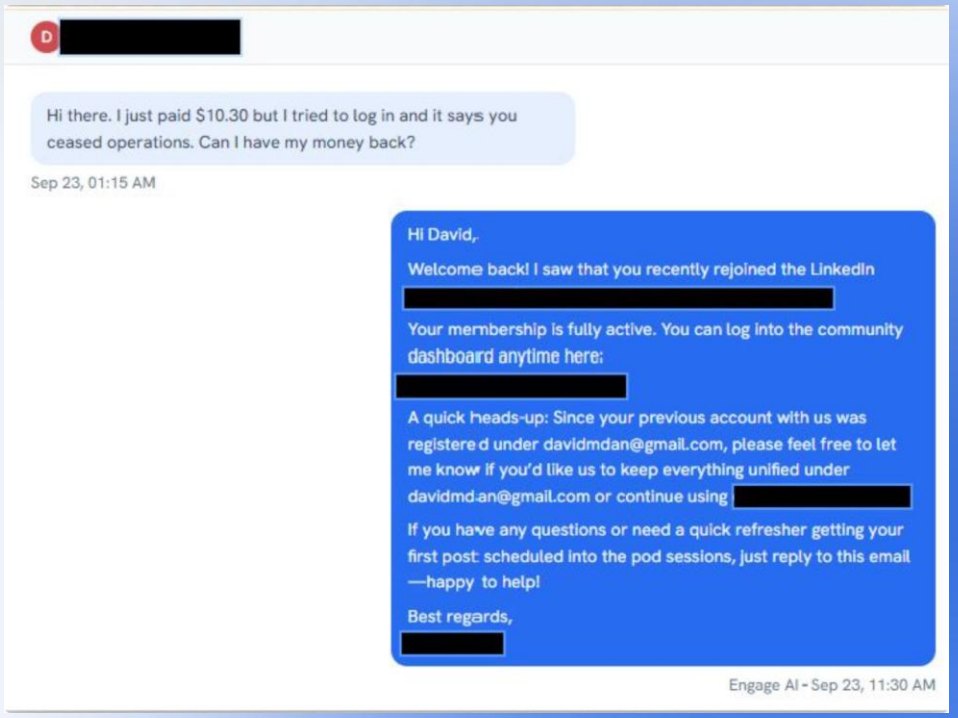


Operations Support

Data sync & server monitoring

Customer Support

Customer Support



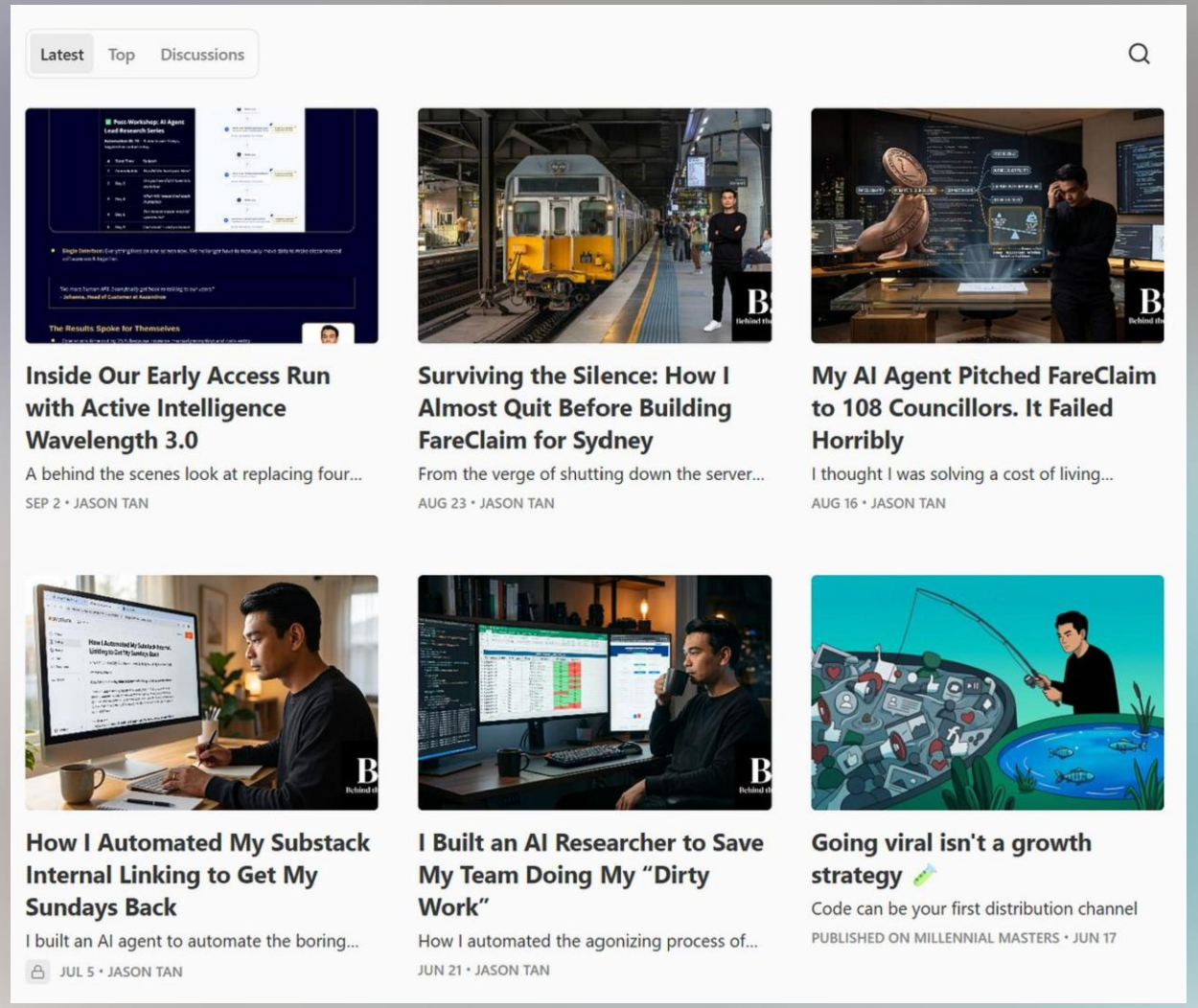
AI Receptionist

SERVICE CUSTOMER



Marketing

Drafting Content



Repurpose Content





URL	Title	Reference Count
https://jpctan.substack.com/p/going-viral-isnt-a-growth-strategy	Going Viral Isn't A Growth Strategy	
https://jpctan.substack.com/p/i-asked-a-ceo-how-he-went-from-data	I Asked A CEO How He Went From Data	
https://jpctan.substack.com/p/how-i-used-claude-to-scrape-and-build	How I Used Claude To Scrape And Build	
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https://jpctan.substack.com/p/my-million-user-mistake	My Million User Mistake	2

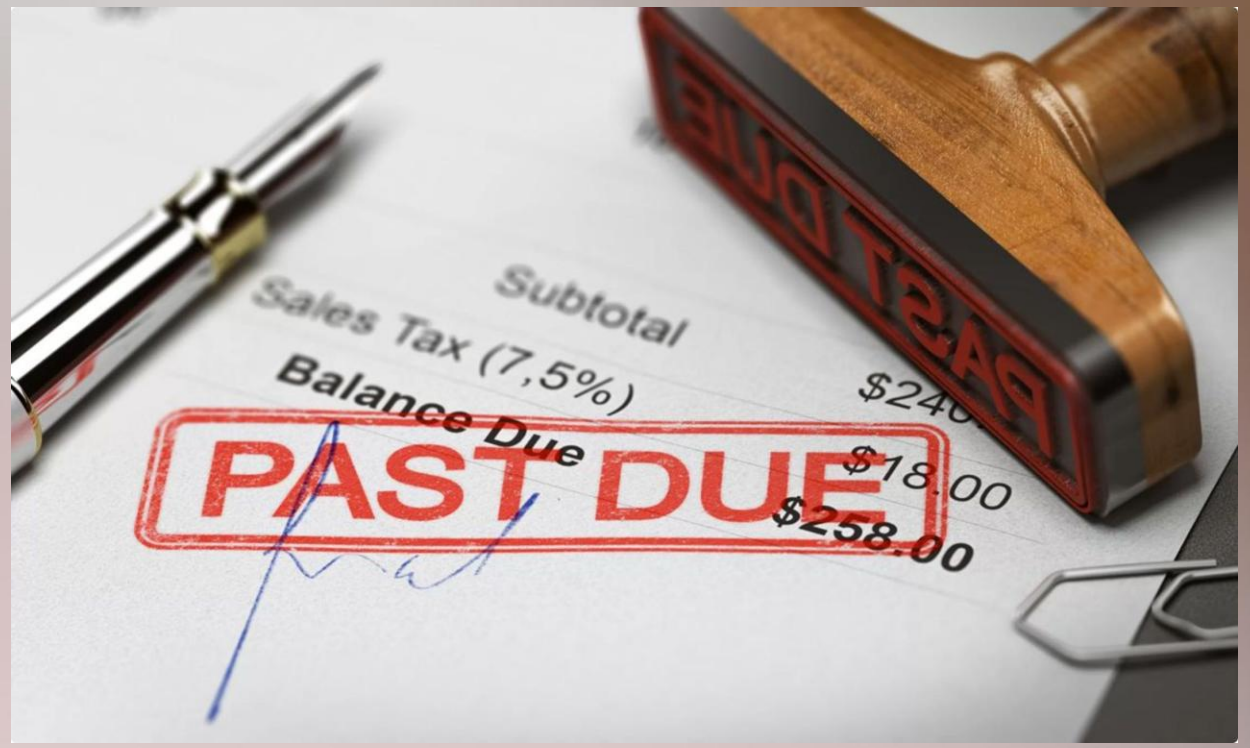
Build Internal Backlinks for SEO

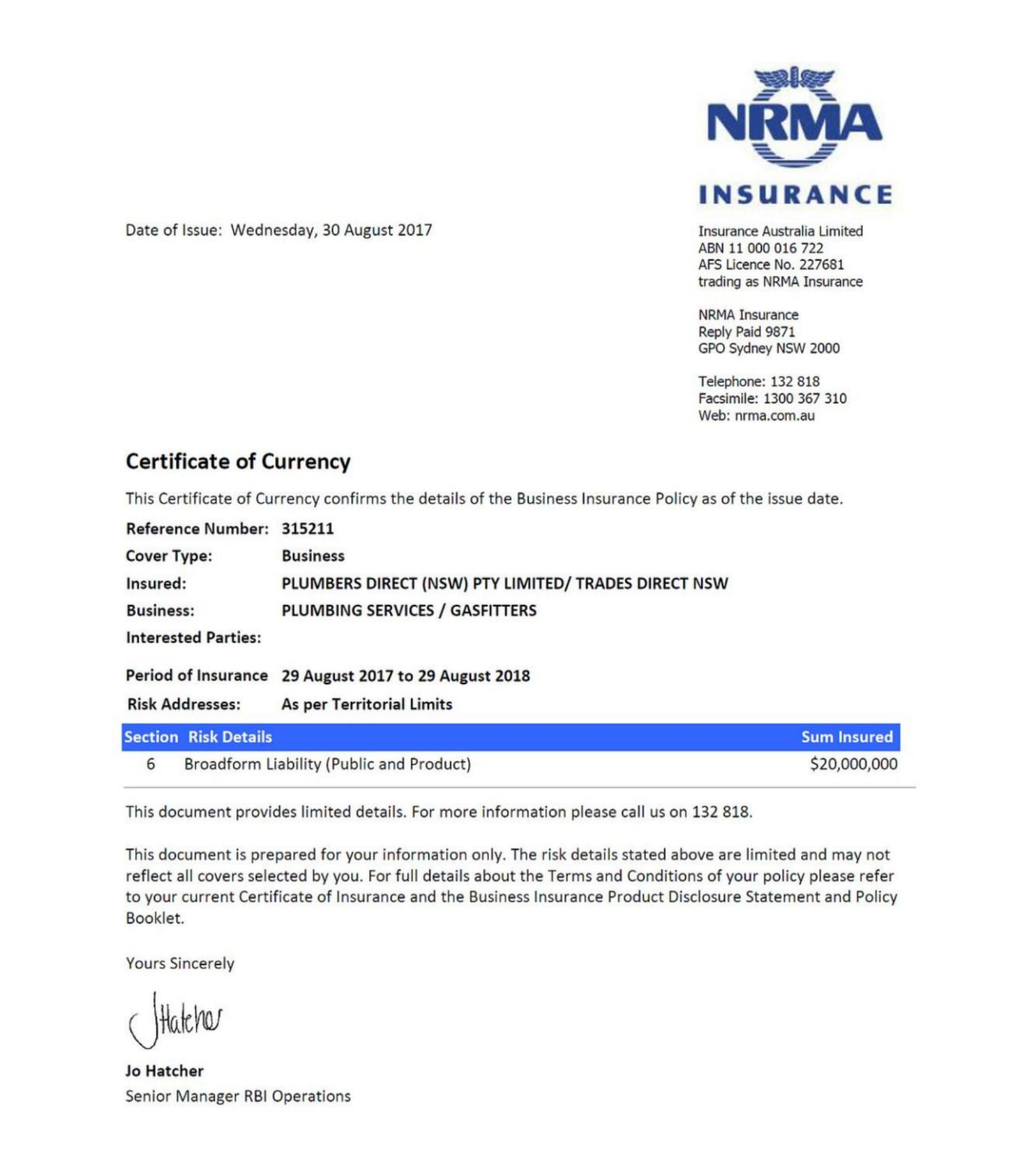
MARKETING

Operation Support

OPERATION

Reconcile and Chase Unpaid Invoices





NRMA INSURANCE

Date of Issue: Wednesday, 30 August 2017

Insurance Australia Limited
ABN 11 000 016 722
AFS Licence No. 227681
trading as NRMA Insurance

NRMA Insurance
Reply Paid 9871
GPO Sydney NSW 2000

Telephone: 132 818
Facsimile: 1300 367 310
Web: nrma.com.au

Certificate of Currency

This Certificate of Currency confirms the details of the Business Insurance Policy as of the issue date.

Reference Number: **315211**
Cover Type: **Business**
Insured: **PLUMBERS DIRECT (NSW) PTY LIMITED/ TRADES DIRECT NSW**
Business: **PLUMBING SERVICES / GASFITTERS**
Interested Parties:

Period of Insurance **29 August 2017 to 29 August 2018**
Risk Addresses: **As per Territorial Limits**

Section	Risk Details	Sum Insured
6	Broadform Liability (Public and Product)	$20,000,000

This document provides limited details. For more information please call us on 132 818.

This document is prepared for your information only. The risk details stated above are limited and may not reflect all covers selected by you. For full details about the Terms and Conditions of your policy please refer to your current Certificate of Insurance and the Business Insurance Product Disclosure Statement and Policy Booklet.

Yours Sincerely

JHatcher

Jo Hatcher
Senior Manager RBI Operations

CONTRACTOR MANAGEMENT

Stay in compliance

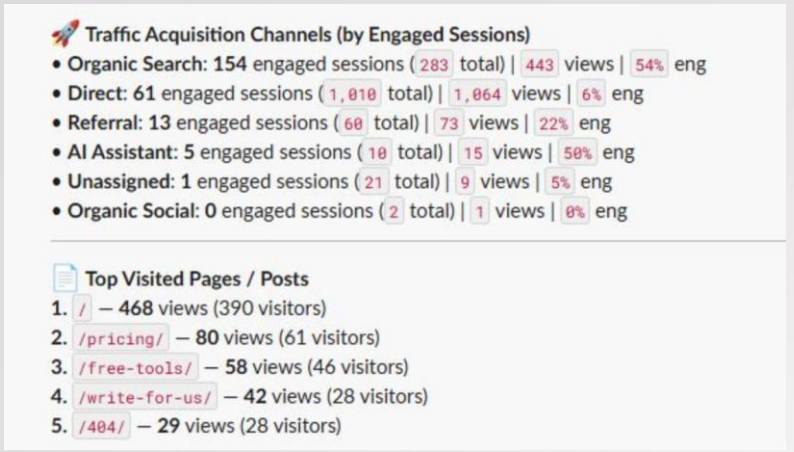
OPERATION

Request for quote follow-ups



OPERATION

Data Analytics & Reporting



🚀 **Traffic Acquisition Channels (by Engaged Sessions)**

- **Organic Search: 154** engaged sessions (`283` total) | `443` views | `54%` eng
- **Direct: 61** engaged sessions (`1,010` total) | `1,064` views | `6%` eng
- **Referral: 13** engaged sessions (`60` total) | `73` views | `22%` eng
- **AI Assistant: 5** engaged sessions (`10` total) | `15` views | `50%` eng
- **Unassigned: 1** engaged sessions (`21` total) | `9` views | `5%` eng
- **Organic Social: 0** engaged sessions (`2` total) | `1` views | `0%` eng

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📄 **Top Visited Pages / Posts**

1. `/` — **468** views (390 visitors)
2. `/pricing/` — **80** views (61 visitors)
3. `/free-tools/` — **58** views (46 visitors)
4. `/write-for-us/` — **42** views (28 visitors)
5. `/404/` — **29** views (28 visitors)



The Result

- Keep your best people
- Increase capacity
- Scale faster

Ascendnce's Client

"We have now automated day-to-day operations and saved $48K in monthly payroll costs from making any new hires."

Kevin Lim
CEO
ICCL



Made with GAMMA

RECAP

What We've Learnt Today

Where AI agents can run your business

Automate boring & repetitive tasks

Amplify your best people

Which tedious process will you rescue your team from by using an AI agent?

More Case Studies Here

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