

AI IMPLEMENTATION · CUSTOMER OPERATIONS

Meet **ROSA** — an AI teammate who never clocks out.

How Jam AI built Relo Solutions Group an autonomous AI staff member to handle after-hours calls, vendor confirmations, and customer service — working alongside their existing team.

CLIENT

Relo Solutions Group

INDUSTRY

Relocation & moving services

ENGAGEMENT

Build & deploy "ROSA"

ROSA

Relo Operational Services Assistant

A named AI employee with her own mailbox, phone line, and voice — provisioned to answer calls, confirm service orders, and follow up autonomously using Relo's own procedures.

Voice agent

After-hours phone

Service Question Library

Autonomous email

SMS

— THE CHALLENGE

Relo Solutions Group runs lean. Their customer service team was carrying every inbound call, every after-hours request, and the endless back-and-forth of confirming service orders with vendors and homeowners — all by hand.

As president Jim Walsh put it, the company is "organizationally very thin in terms of having lots of people" to absorb that load. They didn't want another chatbot. They wanted a real teammate — something that could pick up the phone after hours, answer service-category questions using Relo's actual procedures, and follow up on its own, while plugging cleanly into their existing telecom, IT, and engineering setup.

— WHAT WE BUILT

- A named AI employee.** "ROSA" was provisioned as a real staff member with her own mailbox and Microsoft Graph access, so she can send and process email autonomously — not just draft replies.
- A live voice agent.** A dedicated phone line wired to a natural ElevenLabs voice lets ROSA answer calls. The team can test her live from any page of the dashboard with a single "Start a call" button.
- A Service Question Library.** A central dashboard loaded with Relo's own confirmation manual, so ROSA answers using the company's real procedures — not generic guesses.
- After-hours phone coverage.** Night and overflow calls forward to ROSA, integrated with Relo's phone-system migration.
- Compliant texting.** SMS capability with the federal carrier registration handled so messages actually reach references and customers.

— HOW WE WORKED

This was a coordinated, multi-vendor build. Jam AI kept Relo's IT vendor, telecom provider, and engineering team aligned through consolidated weekly status updates with clear ownership on every open item – and delivered in modules, verifying each piece before moving on, so Relo always had something real to test. *one view of the whole project*

— THE OUTCOME

From overloaded to backed-up

The work that used to land entirely on a thin CS team now has an always-on teammate to absorb after-hours calls and routine confirmations.

Relo's voice, not a generic bot

Because ROSA runs on Relo's own confirmation manual, she answers service questions the way the team actually would.

One coordinated rollout

IT, telecom, and engineering were kept in lockstep, so a genuinely complex integration shipped without the usual finger-pointing.

Real internal buy-in

Relo brought on a dedicated team member to help drive the AI rollout – a sign the company is building around ROSA, not just trialing her.

— WHERE ROSA STANDS

● LIVE

Voice agent fully wired and answering test calls

● LIVE

After-hours call forwarding to ROSA configured and confirmed

● LIVE

Service Question Library loaded with Relo's confirmation manual

● ACTIVE

Team reviewing and expanding ROSA's question library

"Just looking forward to getting this up and running and **taking over some of the repetitive tasks** all of you have to do at the moment."

— From the Relo build thread