

**PREMIUM IMPLEMENTATION PLAYBOOK / 2026 EDITION**

# THE AI VOICE AGENT BLUEPRINT

A complete field guide to designing, testing and launching a 24/7 AI receptionist that converts calls into outcomes.

## **30-DAY LAUNCH SYSTEM**

Voice stack • call maps • qualification • booking  
CRM handoff • scripts • ROI worksheet • compliance

**DESIGNED FOR SMALL BUSINESSES, AGENCIES & SERVICE TEAMS**

# START HERE

## AI VOICE AGENTS

This is not a guide for replacing people. It is a blueprint for making the first response immediate, consistent and useful - then getting the right human involved at the right moment.

### KEY SIGNAL

The fastest win is usually missed-call recovery and after-hours coverage.

## PRACTICAL TAKEAWAYS

- Choose one high-value call type first.
- Keep the agent inside clear operating boundaries.
- Measure outcomes before adding more automation.

### FIRST DECISION WORKSHEET

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Business outcome</b> | Example: recover after-hours leads         |
| <b>Single call type</b> | Example: new service enquiry               |
| <b>Human owner</b>      | Name the person who reviews calls          |
| <b>Pilot success</b>    | Example: 10 qualified callbacks in 14 days |

# WHAT AN AI VOICE AGENT IS

## AI VOICE AGENTS

An AI voice agent answers a phone call, understands spoken intent, consults approved business information, performs limited actions and can transfer the caller to a person. It is more capable than a menu-based IVR and more focused than a general chatbot.

### KEY SIGNAL

Think of it as a receptionist with a narrow job description, not an autonomous CEO.

## PRACTICAL TAKEAWAYS

- Speech-to-text captures the request.
- A language model interprets intent and decides the next step.
- Tools connect to calendar, CRM, knowledge base and routing.
- Text-to-speech returns a natural spoken response.

### COMPONENT / RESPONSIBILITY

|                       |                                              |
|-----------------------|----------------------------------------------|
| <b>Telephony</b>      | Receives, routes and connects the call       |
| <b>Speech layer</b>   | Turns speech into text and back into speech  |
| <b>Agent logic</b>    | Interprets intent and follows approved rules |
| <b>Business tools</b> | Calendar, CRM, SMS and knowledge base        |

# WHY NOW

## AI VOICE AGENTS

Voice AI is moving from experimental demos to practical business workflows. The opportunity is not novelty; it is response time. A caller who reaches a helpful answer in seconds is less likely to hang up, call a competitor or leave no message.

### KEY SIGNAL

Use it where speed and consistency matter more than a personal relationship.

## PRACTICAL TAKEAWAYS

- 24/7 first response without a night shift.
- Fewer lost leads from unanswered calls.
- Consistent intake data in the CRM.
- More staff time for complex conversations.

### OPPORTUNITY MAP

|                       |                                                       |
|-----------------------|-------------------------------------------------------|
| <b>Missed calls</b>   | Count the calls that receive no useful first response |
| <b>Speed gap</b>      | Measure time from call to staff reply                 |
| <b>Routine work</b>   | List questions answered repeatedly by staff           |
| <b>Service moment</b> | Identify where a fast response changes the outcome    |

# THE BEST FIRST USE CASES

## AI VOICE AGENTS

Start with a workflow that is repetitive, measurable and safe to hand off. Avoid high-stakes decisions until the basics perform reliably.

### KEY SIGNAL

Do not begin with payment disputes, medical advice, legal advice or sensitive account changes.

## PRACTICAL TAKEAWAYS

- After-hours receptionist and callback capture.
- Appointment booking and rescheduling.
- Lead qualification for service inquiries.
- Order, location, hours and availability questions.
- Routing to the correct department or on-call person.

### USE-CASE FILTER

|                    |                                                      |
|--------------------|------------------------------------------------------|
| <b>Repetitive?</b> | Same request appears every week                      |
| <b>Measurable?</b> | You can count bookings, callbacks or resolutions     |
| <b>Low risk?</b>   | A safe human handoff exists                          |
| <b>High value?</b> | A missed call creates a real customer or cost impact |

# THE 6-LAYER STACK

## AI VOICE AGENTS

A reliable voice agent is a small system, not one prompt. Each layer needs an owner and a clear failure mode.

### KEY SIGNAL

The handoff layer is what turns a clever demo into a trusted business service.

## PRACTICAL TAKEAWAYS

- Phone number / telephony layer.
- Speech recognition and text-to-speech.
- Conversation and reasoning layer.
- Business knowledge and approved answers.
- Actions: calendar, CRM, SMS, routing.
- Human handoff, logs and quality review.

### STACK OWNERSHIP

|              |                                                  |
|--------------|--------------------------------------------------|
| Phone number | Who owns routing and fallback voicemail?         |
| Voice vendor | Who monitors uptime and usage?                   |
| Knowledge    | Who approves the current answers?                |
| Actions      | Who can change calendar, CRM or SMS permissions? |

# CHOOSE YOUR BUILD PATH

## AI VOICE AGENTS

No-code platforms are ideal for a fast operational launch. A custom build can be better when you have unique integrations, strict controls or engineering capacity.

### KEY SIGNAL

Buy speed first. Build custom only when a real requirement demands it.

## PRACTICAL TAKEAWAYS

- No-code: fastest to test, lower setup burden.
- Low-code: more workflow flexibility and API control.
- Custom: maximum control, highest maintenance responsibility.

### BUILD PATH COMPARISON

|               |                                                     |
|---------------|-----------------------------------------------------|
| No-code       | Best for a fast pilot with standard integrations    |
| Low-code      | Best when workflows need API and logic control      |
| Custom        | Best for unique systems and an engineering team     |
| Decision rule | Choose the least complex option that meets the need |

# DEFINE THE JOB

## AI VOICE AGENTS

Write one sentence that defines success. Example: “Answer every after-hours call, identify the service need, capture contact details, offer the next available appointment and send a confirmation.”

### KEY SIGNAL

If the job description is vague, the conversation will be vague too.

## PRACTICAL TAKEAWAYS

- Primary caller type.
- Allowed outcomes.
- Information the agent may use.
- Actions it may take.
- Cases that must go to a human.

### ONE-SENTENCE SCOPE

|                |                                      |
|----------------|--------------------------------------|
| Caller         | Who calls and why?                   |
| Outcome        | What exact next step should happen?  |
| Allowed action | What may the agent change or create? |
| Boundary       | When must it stop and call a human?  |

# DESIGN THE CALL FLOW

## AI VOICE AGENTS

Every call should have a simple path: greet, identify need, resolve or collect, confirm, close. Build escape routes for uncertainty and urgent situations.

### KEY SIGNAL

A short, well-designed call beats an impressive but wandering conversation.

## PRACTICAL TAKEAWAYS

- Warm opening with disclosure.
- Intent detection and one clarifying question.
- Approved answer or action.
- Confirmation of contact details and next step.
- Human transfer or follow-up if needed.

### FLOW MAP

|                      |                                                  |
|----------------------|--------------------------------------------------|
| <b>1. Welcome</b>    | Identify business and disclose virtual assistant |
| <b>2. Understand</b> | Detect intent and ask one clarifying question    |
| <b>3. Act</b>        | Answer, book, capture or route                   |
| <b>4. Confirm</b>    | Repeat key details and state the next step       |

# THE OPENING SCRIPT

## AI VOICE AGENTS

Use a greeting that is clear, human and honest about automation. The goal is trust, not pretending a machine is a person.

### KEY SIGNAL

Disclosure language must match your local laws and your recording policy.

## PRACTICAL TAKEAWAYS

- “Thanks for calling [Business]. I am the virtual receptionist and I can help with appointments, service questions or getting you to the right person.”
- “Before we begin, this call may be recorded or processed to assist you.”
- “How can I help today?”

### OPENING QUALITY CHECK

|            |                                                         |
|------------|---------------------------------------------------------|
| Identity   | Say the business name immediately                       |
| Disclosure | State virtual-receptionist / recording policy as needed |
| Choice     | Offer two or three things the caller can do             |
| Question   | Use one simple open question                            |

# QUALIFY WITHOUT INTERROGATING

## AI VOICE AGENTS

For new leads, collect only information that changes the next step. Ask one question at a time and explain why it helps.

### KEY SIGNAL

Never collect payment-card data, passwords or unnecessary sensitive details in the agent flow.

## PRACTICAL TAKEAWAYS

- Name and best callback number.
- Service needed or reason for calling.
- Location or service area if relevant.
- Urgency and preferred appointment time.
- Consent for a follow-up text or email.

### LEAD INTAKE MATRIX

|                |                                               |
|----------------|-----------------------------------------------|
| <b>Need</b>    | What service or result is the caller seeking? |
| <b>Fit</b>     | Location, eligibility or basic requirement    |
| <b>Urgency</b> | Now, this week or research stage?             |
| <b>Contact</b> | Verified callback method and consent          |

# BOOKING AND CALENDAR RULES

## AI VOICE AGENTS

Calendar automation must have guardrails. Define service duration, buffers, office hours, who is eligible to book and what the agent does when a slot is unavailable.

### KEY SIGNAL

A booking that cannot be honored damages trust more than an agent that asks a human to confirm.

## PRACTICAL TAKEAWAYS

- Offer a maximum of two or three options.
- Repeat the selected date and time aloud.
- Create a calendar event with structured notes.
- Send confirmation via approved channel.
- Escalate exceptions instead of inventing availability.

### BOOKING RULES

|                    |                                                  |
|--------------------|--------------------------------------------------|
| <b>Duration</b>    | Set service type and time required               |
| <b>Buffer</b>      | Protect travel, prep and staff recovery time     |
| <b>Eligibility</b> | Define who may book this appointment             |
| <b>Exception</b>   | Route unavailable or unusual requests to a human |

# CRM AND FOLLOW-UP

## AI VOICE AGENTS

A useful agent leaves a clean record. Standardize fields so your team can act quickly and reporting stays meaningful.

### KEY SIGNAL

A two-line actionable summary is often more useful than a full transcript.

## PRACTICAL TAKEAWAYS

- Call outcome: booked, qualified, routed, callback, unresolved.
- Intent and service category.
- Contact details and consent status.
- Summary plus exact next action.
- Recording or transcript link where permitted.

### CRM RECORD STANDARD

|                    |                                                     |
|--------------------|-----------------------------------------------------|
| <b>Outcome</b>     | Booked / qualified / routed / callback / unresolved |
| <b>Intent</b>      | Use one normalized category                         |
| <b>Next action</b> | Owner and promised time                             |
| <b>Summary</b>     | Two sentences: need, key facts, agreed next step    |

# KNOWLEDGE BASE

## AI VOICE AGENTS

Keep the source of truth small and current. Start with the 30 questions your staff hears most often, then add content from real calls.

### KEY SIGNAL

Do not let the agent browse uncontrolled pages or improvise policy.

## PRACTICAL TAKEAWAYS

- Hours, locations, service area and directions.
- Services, eligibility and basic pricing boundaries.
- Policies: cancellations, refunds, deposits, emergencies.
- Escalation contacts and opening hours.

### KNOWLEDGE BASE STRUCTURE

|                 |                                                 |
|-----------------|-------------------------------------------------|
| <b>Facts</b>    | Hours, locations, contact details, service area |
| <b>Policies</b> | Cancellation, deposit, refunds, escalation      |
| <b>Offers</b>   | Approved services and price boundaries          |
| <b>Review</b>   | Owner, source link and last verified date       |

# PROMPT: CORE BEHAVIOR

## AI VOICE AGENTS

Role: You are the virtual receptionist for [Business]. Be warm, concise and accurate.

Goal: Resolve approved requests, collect only necessary details and transfer or schedule a callback when needed.

Never: Make promises, quote unapproved prices, provide professional advice or claim to be human.

### KEY SIGNAL

Put policy and action limits in the system instruction, not in a hidden assumption.

## PRACTICAL TAKEAWAYS

- Use short natural sentences suitable for speech.
- Ask one question at a time.
- Repeat critical details for confirmation.
- If uncertain, say so and offer a human follow-up.

### PROMPT BLOCKS

|             |                                                           |
|-------------|-----------------------------------------------------------|
| Role        | Who the assistant is and who it serves                    |
| Goal        | Allowed outcomes in priority order                        |
| Constraints | What it must never claim, collect or decide               |
| Style       | Short spoken sentences, calm tone, one question at a time |

# PROMPT: HUMAN HANDOFF

## AI VOICE AGENTS

When a caller asks for a person, is upset, reports an emergency, disputes a charge, needs a non-standard exception or asks a question outside the approved knowledge, transfer or create a priority callback. Say: “I want to make sure you get the right help. Let me connect you with [team] / arrange a callback.”

### KEY SIGNAL

A good handoff is the agent’s most important skill.

## PRACTICAL TAKEAWAYS

- Never argue with a frustrated caller.
- Explain the next step before transferring.
- Preserve a short summary for the human.
- Confirm any promised callback window.

### HANDOFF RECORD

|         |                                                        |
|---------|--------------------------------------------------------|
| Trigger | Caller asks, uncertainty, complaint, risk or exception |
| Message | Tell the caller what happens next                      |
| Context | Pass intent, facts, tone and promised action           |
| Owner   | Named queue, team or on-call person                    |

# PROMPT: SERVICE BUSINESS

## AI VOICE AGENTS

“I can help you find the right service and check availability. To point you in the right direction, what would you like help with today?”

Follow with: “Is this urgent?” → “What is the service address?” → “What is the best phone number for updates?”

### KEY SIGNAL

Replace bracketed fields with business-specific language before launch.

## PRACTICAL TAKEAWAYS

- Offer appointment slots only from the connected calendar.
- Never diagnose technical, medical, legal or safety issues.
- If a caller describes danger, direct them to the appropriate emergency service.

### SERVICE-CALL FRAME

|                        |                                                 |
|------------------------|-------------------------------------------------|
| <b>Service request</b> | Classify the required service                   |
| <b>Urgency</b>         | Identify immediate safety or business urgency   |
| <b>Location</b>        | Confirm service area / address only when needed |
| <b>Appointment</b>     | Offer approved availability or a callback       |

# VOICE AND PERSONALITY

## AI VOICE AGENTS

Choose a voice that fits the business, then keep the personality restrained. The agent should sound calm, attentive and efficient - not theatrical.

### KEY SIGNAL

The best voice is usually the one callers stop noticing because the help is effective.

## PRACTICAL TAKEAWAYS

- Use an approachable, clear speaking pace.
- Avoid long paragraphs and jargon.
- Use the caller's name naturally once confirmed.
- Keep humor optional and never use it in complaints.

### VOICE STYLE GUIDE

|                 |                                               |
|-----------------|-----------------------------------------------|
| <b>Pace</b>     | Moderate, with short pauses after questions   |
| <b>Language</b> | Plain words, no jargon or scripted enthusiasm |
| <b>Tone</b>     | Warm, confident and calm under pressure       |
| <b>Name use</b> | Use caller name only after it is confirmed    |

# QUALITY REVIEW

## AI VOICE AGENTS

Listen to calls weekly. Sample both successful and failed calls, score them and improve one variable at a time.

### KEY SIGNAL

Track failure patterns, not isolated embarrassing calls.

## PRACTICAL TAKEAWAYS

- Did the agent identify intent correctly?
- Did it disclose automation and recording appropriately?
- Did it capture accurate details?
- Did it take the approved action?
- Did it escalate at the right time?

### CALL SCORECARD

|                   |                                                  |
|-------------------|--------------------------------------------------|
| <b>Accuracy</b>   | Did it understand the actual request?            |
| <b>Policy</b>     | Did it stay inside approved information?         |
| <b>Action</b>     | Did it complete the right next step?             |
| <b>Experience</b> | Was the caller treated clearly and respectfully? |

# METRICS THAT MATTER

## AI VOICE AGENTS

Measure business results before cosmetic metrics. The goal is fewer missed opportunities and better service, not the longest call duration.

### KEY SIGNAL

Compare results to your pre-launch baseline, not to a vague idea of “AI performance.”

## PRACTICAL TAKEAWAYS

- Answer rate and abandoned-call rate.
- Booked appointments and qualified leads.
- Human handoff rate and unresolved rate.
- Average time to first response.
- Conversion by call intent.
- Customer satisfaction where available.

### WEEKLY DASHBOARD

|                         |                                           |
|-------------------------|-------------------------------------------|
| <b>Answer rate</b>      | Answered calls / eligible inbound calls   |
| <b>Booking rate</b>     | Bookings / booking-intent calls           |
| <b>Handoff quality</b>  | Correct handoffs / total handoffs         |
| <b>Lost opportunity</b> | Abandoned or unresolved high-intent calls |

# ROI WORKSHEET

## AI VOICE AGENTS

Estimated monthly value = recovered leads × close rate × average gross profit per customer + staff time saved × loaded hourly cost - monthly platform and usage cost.

### KEY SIGNAL

Use conservative numbers during the first 60 days.

## PRACTICAL TAKEAWAYS

- Example: 30 recovered calls × 20% close rate × \$250 profit = \$1,500.
- Add 12 staff hours saved × \$25 = \$300.
- Subtract \$450 platform + usage cost.
- Estimated net monthly value = \$1,350.

### ROI INPUTS

|                        |                                                |
|------------------------|------------------------------------------------|
| <b>Recovered leads</b> | Number of previously missed calls now captured |
| <b>Close rate</b>      | Percent that become customers                  |
| <b>Gross profit</b>    | Average profit per converted customer          |
| <b>Time saved</b>      | Staff hours removed from routine intake        |

# PRIVACY AND CONSENT

## AI VOICE AGENTS

Calls can involve personal data. Create a plain-language policy, use appropriate disclosures and limit access to recordings and transcripts.

### KEY SIGNAL

This is practical guidance, not legal advice. Obtain local legal review for your exact setup.

## PRACTICAL TAKEAWAYS

- State recording or AI processing when required.
- Obtain consent where applicable.
- Minimize collection and retain data only as long as needed.
- Restrict access by role.
- Use vendor agreements appropriate to your region and industry.

### DATA-MINIMIZATION REGISTER

|                  |                                              |
|------------------|----------------------------------------------|
| <b>Data item</b> | Why is it needed for this call?              |
| <b>Consent</b>   | What notice or permission applies?           |
| <b>Retention</b> | How long is it kept and where?               |
| <b>Access</b>    | Which role can view transcript or recording? |

# SECURITY GUARDRAILS

## AI VOICE AGENTS

Treat the agent like a new staff member with limited permissions. It should be able to perform only the actions needed for its job.

### KEY SIGNAL

Do not give an inbound receptionist authority to issue refunds or change financial details.

## PRACTICAL TAKEAWAYS

- Use least-privilege API access.
- Keep secrets out of prompts and call logs.
- Require confirmation before consequential actions.
- Log tool use and review anomalies.
- Test prompt injection and malicious caller scenarios.

### ACCESS CONTROL LIST

|                 |                                                     |
|-----------------|-----------------------------------------------------|
| <b>Calendar</b> | Create only; no deletion without human confirmation |
| <b>CRM</b>      | Write approved intake fields only                   |
| <b>Payments</b> | No card data, refunds or financial changes          |
| <b>Audit</b>    | Log actions, failures and permission changes        |

# 30-DAY LAUNCH PLAN

## AI VOICE AGENTS

Week 1: choose one use case, build knowledge base and write the handoff rules.

Week 2: connect phone, calendar and CRM; test 30 realistic call scenarios.

Week 3: soft launch during limited hours and review every call.

Week 4: expand coverage only after key outcomes are stable.

### KEY SIGNAL

A controlled rollout gives you the evidence to scale with confidence.

## PRACTICAL TAKEAWAYS

- Set a weekly owner for call review.
- Keep a log of every change.
- Invite staff feedback.
- Do not launch new features during a busy period.

### LAUNCH MILESTONES

|                   |                                            |
|-------------------|--------------------------------------------|
| <b>Days 1-7</b>   | Scope, source-of-truth, policy and scripts |
| <b>Days 8-14</b>  | Integrations and scenario testing          |
| <b>Days 15-21</b> | Limited-hours pilot with daily review      |
| <b>Days 22-30</b> | Tune, document and expand coverage         |

# PRE-LAUNCH CHECKLIST

## AI VOICE AGENTS

Use this page before switching the agent live.

### KEY SIGNAL

If a critical test fails, keep the agent in pilot mode.

## PRACTICAL TAKEAWAYS

- Greeting and disclosure reviewed.
- Knowledge base verified by the business owner.
- Calendar availability and time zone tested.
- CRM fields and consent capture tested.
- Human transfer path tested from multiple devices.
- Emergency and complaint paths tested.
- Team knows how to review calls and take over.
- Fallback voicemail works if the system is unavailable.

### GO-LIVE GATE

|             |                                                  |
|-------------|--------------------------------------------------|
| Information | Owner confirms every published business fact     |
| Routing     | Human transfer and voicemail work on real phones |
| Actions     | Calendar, CRM and SMS tested end to end          |
| Recovery    | Fallback path exists for outages and errors      |

# CALL TEST SCENARIOS

## AI VOICE AGENTS

Test normal, ambiguous and stressful calls. Use different accents, fast speech, interruptions and background noise during testing.

### KEY SIGNAL

Success means safe and useful handling, not answering every question automatically.

## PRACTICAL TAKEAWAYS

- “I need an appointment tomorrow afternoon.”
- “How much does it cost?”
- “I am unhappy with the last service.”
- “I need to speak to a person now.”
- “This is urgent - what should I do?”
- “Can you change the card on my account?”

### TEST LOG

|                 |                                                |
|-----------------|------------------------------------------------|
| Scenario        | What the caller says, including ambiguity      |
| Expected action | Exact answer, booking, capture or transfer     |
| Observed result | Transcript, tool action and caller outcome     |
| Fix             | One rule, source or prompt change if it failed |

# COMMON MISTAKES

## AI VOICE AGENTS

The most common failures are operational: unclear scope, stale information, no handoff owner and no review loop.

### KEY SIGNAL

Start narrow, earn trust, then expand.

## PRACTICAL TAKEAWAYS

- Trying to automate too many tasks on day one.
- Giving the model authority without constraints.
- Using a generic script that ignores the business.
- Hiding the fact that callers are speaking to AI.
- Skipping live-call review.

### FIX THE FAILURE, NOT THE SYMPTOM

|                               |                                              |
|-------------------------------|----------------------------------------------|
| <b>Hallucinated answer</b>    | Tighten source, add a no-answer handoff      |
| <b>Wrong booking</b>          | Add eligibility and confirmation step        |
| <b>Poor caller experience</b> | Shorten script and add interruption handling |
| <b>Unsafe action</b>          | Remove permission and require human approval |

# FINAL PLAYBOOK

## AI VOICE AGENTS

Your voice agent should do three things exceptionally well: answer quickly, move the caller toward a clear next step and know when a human should take over.

### KEY SIGNAL

When the agent makes the customer's day easier, it becomes part of the service - not a barrier to it.

## PRACTICAL TAKEAWAYS

- Choose one business outcome.
- Build a constrained call flow.
- Use copy-ready prompts and policies.
- Test real scenarios.
- Review calls and improve continuously.

### OPERATING RHYTHM

|           |                                            |
|-----------|--------------------------------------------|
| Daily     | Check urgent handoffs and failed actions   |
| Weekly    | Review a sample of calls and KPI movement  |
| Monthly   | Refresh knowledge, permissions and costs   |
| Quarterly | Decide whether a new use case is justified |

# IMPORTANT DISCLOSURE

## AI VOICE AGENTS

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### KEY SIGNAL

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## PRACTICAL TAKEAWAYS

- Do not treat examples, scripts, workflows, calculations or suggested safeguards in this guide as a guarantee of performance, compliance, revenue, savings or suitability. Results vary with the business, staff processes, call volumes, data quality, configuration, vendors and local rules.
- Before launch, obtain qualified legal and compliance advice relevant to your location and industry. Confirm disclosure, consent, recording, retention, accessibility, privacy, marketing, consumer-protection and data-transfer obligations. Follow platform terms and obtain all necessary permissions.
- Never rely on an AI voice agent alone for emergencies, medical or legal matters, safety

### IMPLEMENTATION RESPONSIBILITY

|                  |                                                  |
|------------------|--------------------------------------------------|
| <b>Verify</b>    | Confirm laws, terms and professional obligations |
| <b>Constrain</b> | Set safe scope, minimum data and least privilege |
| <b>Supervise</b> | Maintain human review and incident response      |
| <b>Document</b>  | Keep policies, decisions and testing evidence    |