

NEXA

INTERNAL STRATEGY MEMO

Agent-platform fit for the AI front desk

A practical fit assessment of Zapier Agents, Lindy, Gumloop, Relevance AI, Custom GPTs and agent marketplaces against NEXA's production architecture.

North Carolina market

Voice-first front desk

October 2026

Internal planning document

Pricing figures are approximate published entry prices

Verdict

None of these products replaces the production line. The call stays on **Retell or Vapi**. The US number and SMS stay on **Twilio**. Calendar and CRM stay behind an adapter. **Zapier or Make** is the integration layer worth using. The others are useful as a meeting prototype, an internal tool, or potentially a competitor if the client sees their brand.

Operating principle

NEXA owns the client experience: phone number, call flow, tenant isolation, billing logic and support. Third-party agent platforms remain behind the curtain unless they clearly strengthen that stack.

\$0**Start integration testing**

Use the free Zapier tier until activity limits become the constraint.

1**Production voice path**

Retell/Vapi + Twilio remain the caller-facing line.

0**Marketplace budget in year 1**

Direct selling is shorter before a US selling entity exists.

QTR**Reprice credits**

Entry price is not the operating cost for a live phone client.

What the first product must actually do

One agent answers inquiries, website chat and SMS; qualifies prospects; responds only from approved FAQs; books, reschedules and cancels; recovers missed calls; sends confirmations and reminders; updates CRM; escalates to a person; and files a daily report. It does not give legal or medical advice.

COMPARISON

Platform fit at a glance

Platform	Approx. entry price	Best role inside NEXA	Fit for caller-facing front desk
Zapier Agents	\$0, then about \$33/mo	Calendar, CRM and app integration	High as glue Low as the voice product
Lindy	About \$30/user/mo	Email and meeting assistant	Medium for email Low as a front desk
Gumloop	\$37/mo on Pro	Lists, summaries and draft reports	Medium internally Low for the caller
Relevance AI	About \$29, often unlisted	Internal multi-agent workflows	Low if its brand faces the client
Custom GPT	\$0 inside ChatGPT	Meeting prototype and scripted demo	Low for production
Marketplaces	No year-1 budget	Later distribution channel	Low until a US selling entity exists

Pricing context: Zapier Agents is free for roughly 400 activities/month, then around \$33/month when about \$400 is billed annually for roughly 1,500 activities; monthly plans can be higher. Lindy Plus is around \$29.99/user/month, with higher tiers around \$99.99 and \$199.99. Gumloop Pro is \$37/month. Relevance AI has appeared near \$29 on some 2026 pages and as enterprise-only on others. Credits are consumed per task, so these figures are not a live phone client's monthly bill.

Why Zapier fits after the call

Zapier Agents reaches thousands of apps, which is exactly where NEXA needs it: after the call, not during it. Each tool use counts as an activity, so even a modest research workflow can consume many activities. The free tier is enough to prove the integration, not enough to run a live office indefinitely.

Keep the production line simple



Lindy

Sells a seat and shared credits. The “AI employee” framing matches sales language, but the seat does not provide a North Carolina number or a call recording NEXA owns. Best limited to internal email and meetings.

Gumloop

A node canvas useful for enrichment, lists, summaries and draft reports. It is useful while preparing a client or daily report, but weak as the product a caller hears. Bring-your-own-model usage may add orchestration fees.

Relevance AI

Closest to a “workforce” proposition. The risk is commercial: if the client sees another brand and console, NEXA gives away part of the value it charges for - setup, tenant isolation, phone line, per-minute billing and Eastern Time support.

Custom GPTs

Excellent for a fast meeting prototype: approved questions, tone and a sample dialogue. It does not provide the phone line, protect against double booking or create a per-minute operating model.

Production controls that remain mandatory

- A US number and SMS path.
- Recording consent aligned with the caller’s state.
- One authoritative calendar write to prevent double booking.
- Usage/spend caps and human handoff.
- Data terms, deletion period and no training on client recordings.
- US hosting for recordings and client data; a home machine in Amman is not the production storage location.

Custom GPTs, marketplaces and the operating decision

Custom GPTs

A Custom GPT is useful as a draft shown in a meeting, but not as the live service. GPT Store payouts were not broadly opened to the public and the product path has continued to change. Recheck OpenAI's current official information before relying on any store-based revenue assumption. Prototype cost: \$0 on an existing ChatGPT seat.

Agent marketplaces

AgentMart-style catalogs often sell an agent as a one-time file rather than as an operated subscription. Cloud marketplaces such as AWS and Azure may eventually offer distribution, but they are a poor year-1 route for this product: the buyer expects a real support contact, a US selling entity and tax setup are typically required, and a front desk handles recordings and client data that cannot responsibly be sold as an unconfigured file.

Decision for this quarter

- Use Zapier or Make as the integration layer. Spend \$0 until free activity allowance becomes the constraint.
- Do not buy Lindy, Gumloop or Relevance as the client-facing product this quarter.
- Do not list the front desk on an agent marketplace, AWS or Azure before a US selling entity exists.
- Reprice credits every quarter. Entry price is not operating cost.

How to use these tools without losing the product

- 1 **Calls, number and SMS stay on Retell/Vapi + Twilio.** Do not send the caller through a GPT or Lindy.
- 2 **After the call, Zapier or Make writes Calendar/Calendly, updates HubSpot/GoHighLevel and sends the confirmation.**
- 3 **Gumloop is optional and internal.** Use it for lists or a draft daily report; the client does not see it.
- 4 **Use one Custom GPT per design partner as a meeting tool, then retire it when the live agent runs on NEXA's number.**
- 5 **No white-label layer on top of Relevance or Lindy.** The client sees NEXA; NEXA sees usage.

Internal planning memo, October 2026. Not a vendor quotation, not a recommendation to buy a subscription, and not a substitute for reviewing data contracts before connecting a client. Pricing pages and product terms change.