

— FRAMEWORK —

Voice Agent Decision Framework

A 4-question guide to help you decide whether to use an off-the-shelf voice agent or invest in a custom-built solution.

Swipe to see the framework →



Commerit

How to Know If You Should **Build** Your Voice Agent or **Buy** One

Not every business needs a custom solution. Not every business can get away without one. Answer 4 simple questions to find out what's right for you.

ANSWER THESE 4 QUESTIONS TO DECIDE ↓

1 What is the agent actually doing?

→ DIY IT

Booking appointments, answering FAQs, basic routing. One job, simple flow.

→ GO CUSTOM

Pulling live data, qualifying leads with logic, multi-step flows, escalation paths.

2 How many tools does it need to talk to?

→ DIY IT

One tool — your calendar, a knowledge base, maybe a simple CRM like HubSpot.

→ GO CUSTOM

Two or more — CRM + live database + internal tools. Reads data, writes data, makes decisions.

3 Does it need to be fine-tuned over time?

→ DIY IT

Set it up, update the knowledge base occasionally. Stable use case.

→ GO CUSTOM

Needs prompt engineering, edge-case handling, performance tuning as your flows evolve.

4 Who's maintaining it?

→ DIY IT

Someone on your team can learn the platform in a few hours. Non-technical is fine.

→ GO CUSTOM

You'd need someone who understands prompting, integrations, and debugging agent behavior.



Mostly "DIY"? Use a SaaS platform.

Dental clinics, restaurants, salons, small service businesses. Appointment booking, FAQs, simple lead capture. You'll be up and running in a day.

VAPI · 11 Labs · Bland · Retell



Mostly "Custom"? Get it built right.

Multi-agent flows, live data pulling, complex qualification, support escalation, deep CRM integration. The SaaS tools will break before your use case does.

Custom architecture · Purpose-built



David Boga
Building AI systems that work