INTEMPT ACADEMY

Agents and Blu

The 13 steps to put AI agents to work, from your first Blu chat to leads that are researched, scored and grouped. Tick them off as you go.

- [ ] 1. Open a journey, click Ask Blu in the console header (or press Ctrl+B) and notice the panel already knows the page you are on. — Lesson 3.1
- [ ] 2. Close the panel and finish a small task by hand to confirm the core product works without Blu. — Lesson 3.1
- [ ] 3. Send Blu a deliberately vague request and answer the clarifying question it asks back. — Lesson 3.1
- [ ] 4. Go to Attributes, click Create attribute and pick Research under AI Attribute Types. — Lesson 3.2
- [ ] 5. Write a real prompt in Instructions (optionally draft it from Guidance with Generate), then pick the Output value type. — Lesson 3.2
- [ ] 6. Search for a sample user or account in the test panel and press Test; read the Analysis and Result. — Lesson 3.2
- [ ] 7. Tighten the instructions if the answer was vague, then click Create attribute. — Lesson 3.2
- [ ] 8. Optionally add a Research Agent step to a journey so it runs as people arrive. — Lesson 3.2
- [ ] 9. Create an RFM attribute (the Lifecycle agent): pick the conversion event, set the Time window and the Recency, Frequency and Monetary tabs. — Lesson 3.3
- [ ] 10. Use the resulting attribute in a segment filter and as a report breakdown. — Lesson 3.3
- [ ] 11. Open Settings, Blu, and configure the Outreach methodology (T.I.P.S., P.V.P. or P.A.S.) and the Replies tab: Reply Grounding Data URLs and Draft Behavior. — Lesson 3.4
- [ ] 12. Create a Qualify attribute: on Fit score pick two or three fit attributes with weights, on Activity score pick two or three events, then create it. — Lesson 3.5
- [ ] 13. Open the attribute's Buckets tab to see the fit by activity matrix, filter users to the High fit / High activity bucket and open one lead before calling. — Lesson 3.5

YOU ARE DONE WHEN

- Blu asked you a clarifying question instead of guessing.

- Test streamed a result for a real profile before you created the Research attribute.
- An RFM attribute exists and appears as a segment filter.
- Outreach methodology selected and Reply Grounding Data shows its filled count.
- A Qualify attribute exists and you opened one high fit, high activity lead.

CORE STACK

- **Intempt console** This is where Blu, your agents and their settings live
- **Blu Chat** This is your AI copilot. Ask it anything about your project
- **Research attribute** This is the agent that researches every new lead for you
- **RFM attribute (Lifecycle agent)** This is the agent that groups customers by how recently, often and much they buy
- **Qualify attribute (Qualification agent)** This is the agent that scores every lead by fit and activity
- **Tracked events with a conversion event** This is what the scoring agents learn from, so track real events first

OPTIONAL UPGRADES

- **Company knowledge (Settings, Blu)** This is how Blu learns to sound like you
- **Journeys** This is how an agent runs on every new person, automatically
- **Gmail** This is how Blu drafts replies right inside your real email threads

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