SoftDev

AI VOICE AGENTS & AUTOMATION

SERVICES & SOLUTIONS CATALOGUE · 2026

AI agents, voice agents and automation.

Designing end-to-end solutions for businesses that want to stop doing manual work.

ABOUT SOFTDEV

We replace manual work with reliable automation.

SoftDev is a business automation company. We build AI voice agents that answer calls, chat agents, workflow automations, CRM integrations, web scraping pipelines, and custom software, so your team can focus on work that needs people.

We work from Islamabad, Pakistan and Istanbul, Turkey, with clients worldwide across healthcare, e-commerce, HR, and professional services.

60+	100%	15–30	5.0
Projects Delivered	Job Success Rate	Hours Saved Weekly per Client	Client Satisfaction

TRUSTED BY INNOVATIVE COMPANIES WORLDWIDE





Nashit Saleem, Founder
Nashit Saleem is the founder of SoftDev. He builds AI voice agents, workflow automations and CRM integrations for businesses in healthcare, e-commerce, HR and professional services.

OUR SERVICES

Six services, one team.

Each service is adapted to your tools and workflow. The next pages show what is included, typical use cases, and real projects.

1

Voice Agents

AI-powered voice agents that handle inbound and outbound calls automatically — replacing manual phone handling for appointment booking, customer support, and lead qualification.

Page 4

2

AI Agents & Chatbots

Intelligent AI agents powered by LangChain and latest LLMs. RAG systems, voice agents, and conversational bots that understand context.

Page 5

3

Workflow Automation

Streamline operations with Google Workspace, Zapier, Make.com, and n8n. Connect your tools and eliminate manual work.

Page 6

4

CRM Integration & Automation

Connect HubSpot, Salesforce, Zoho, and other CRMs with your existing tools so data flows automatically — no more manual entry or copy-pasting between systems.

Page 7

5

Web Scraping & Data Extraction

Reliable, large-scale data extraction from the sources your business depends on — delivered as clean, structured data.

Page 8

6

Full-Stack Development

Production-ready MVPs and SaaS applications. FastAPI backends, React frontends, MongoDB databases - complete end-to-end solutions.

Page 9

SERVICE 1

Voice Agents

AI-powered voice agents that handle inbound and outbound calls automatically — replacing manual phone handling for appointment booking, customer support, and lead qualification.

WHAT'S INCLUDED

- ✓ 24/7 inbound call handling
- ✓ Automated appointment booking
- ✓ Outbound lead qualification
- ✓ Live transfer to human agents

TYPICAL USE CASES

- → AI Receptionist: answers calls, books appointments, sends SMS confirmations

  Most businesses go live in 24–48 hours
- → Automated outbound calls for follow-ups and reminders
- → Custom real-time voice agents for your own product

BUILT WITH

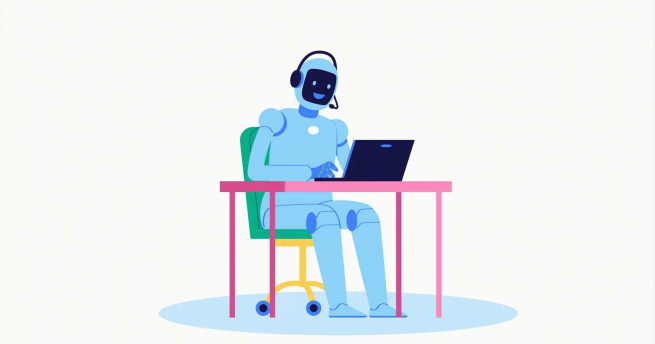
Retell AI | Vapi | Twilio

EXAMPLE PROJECTS



MBR AI Receptionist

2,000+ Leads Qualified Monthly



Beth Psychiatry AI Call Handler

200+ Patient Interactions Weekly

Interested in this service?
Book a free call

calendly.com/nashitsaleem

SERVICE 2

AI Agents & Chatbots

Intelligent AI agents powered by LangChain and latest LLMs. RAG systems, voice agents, and conversational bots that understand context.

WHAT'S INCLUDED

- ✓ LangChain + OpenAI integration
- ✓ RAG & knowledge grounding
- ✓ WhatsApp/Slack/SMS agents
- ✓ Voice and text automation

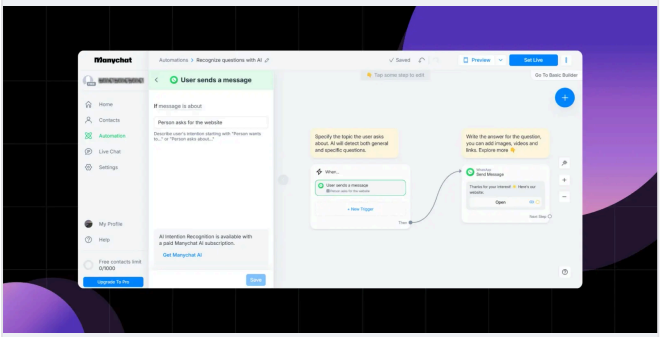
TYPICAL USE CASES

- → WhatsApp and Telegram bots that capture and qualify leads
- → Assistants that answer from your own documents (RAG)
- → AI agents connected to your tools, with approval steps

BUILT WITH

LangChain | OpenAI | GPT-4

EXAMPLE PROJECTS



WhatsApp Lead Bot

80% Faster Lead Response



Telegram Bot Integration

6,000+ Messages Synced Monthly

Interested in this service?
Book a free call

calendly.com/nashitsaleem

SERVICE 3

Workflow Automation

Streamline operations with Google Workspace, Zapier, Make.com, and n8n. Connect your tools and eliminate manual work.

WHAT'S INCLUDED

- ✓ Google Apps Script automation
- ✓ Zapier/Make.com/n8n workflows
- ✓ CRM & marketing automation
- ✓ Document processing pipelines

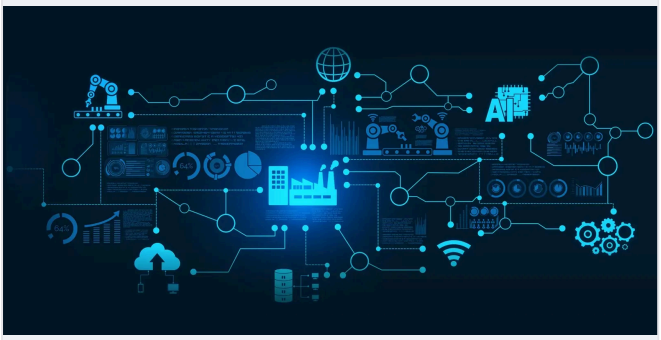
TYPICAL USE CASES

- → HR workflows: certificates, offboarding, review reminders
- → Document and invoice processing with OCR and AI
- → Clinic intake, forms, and scheduling
- → Accounting and finance syncing

BUILT WITH

Apps Script | Zapier | Make.com | n8n

EXAMPLE PROJECTS



HR Automation Suite

70% Faster Offboarding



AI Invoice Company Extractor

10,000+ Invoices Processed

Interested in this service?
Book a free call

calendly.com/nashitsaleem

SERVICE 4

CRM Integration & Automation

Connect HubSpot, Salesforce, Zoho, and other CRMs with your existing tools so data flows automatically — no more manual entry or copy-pasting between systems.

WHAT'S INCLUDED

- ✓ HubSpot / Salesforce / Zoho setup
- ✓ Automated data sync & pipelines
- ✓ Lead routing & follow-up automation
- ✓ Custom API & webhook integration

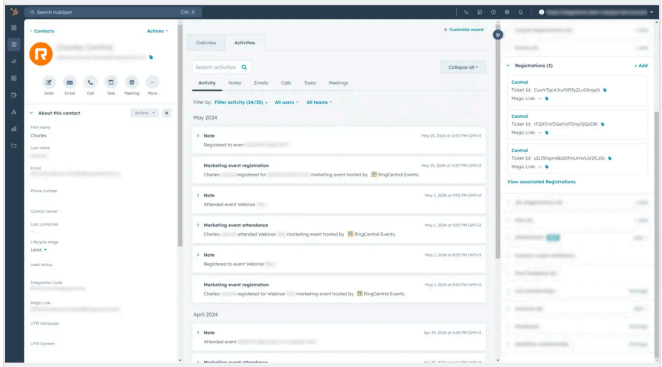
TYPICAL USE CASES

- → Calls, SMS, and chats logged to your CRM automatically
- → WhatsApp Business conversations synced to HubSpot
- → Lead routing and follow-up rules

BUILT WITH

HubSpot | Salesforce | Zoho

EXAMPLE PROJECTS



RingCentral HubSpot Integration

20+ Admin Hours Saved Weekly

Interested in this service?
Book a free call

calendly.com/nashitsaleem

SERVICE 5

Web Scraping & Data Extraction

Reliable, large-scale data extraction from the sources your business depends on — delivered as clean, structured data.

WHAT'S INCLUDED

- ✓ Playwright/Scrapy/Selenium automation
- ✓ Large-scale, scheduled data collection
- ✓ Proxy rotation & rate limiting
- ✓ Real-time data extraction

TYPICAL USE CASES

- → Marketplace and e-commerce data collection
- → Real-estate listing data
- → Social and web research data

BUILT WITH

Playwright | Scrapy | Data Pipelines

EXAMPLE PROJECTS



eBay Data Scraper & Automation

50,000+ Product Records Scraped



MLS Real Estate Scraper (2FA)

150+ Properties Found

Interested in this service?
Book a free call

calendly.com/nashitsaleem

SERVICE 6

Full-Stack Development

Production-ready MVPs and SaaS applications. FastAPI backends, React frontends, MongoDB databases - complete end-to-end solutions.

WHAT'S INCLUDED

- ✓ FastAPI + React + MongoDB
- ✓ RESTful API design
- ✓ Authentication & authorization
- ✓ Scalable architecture

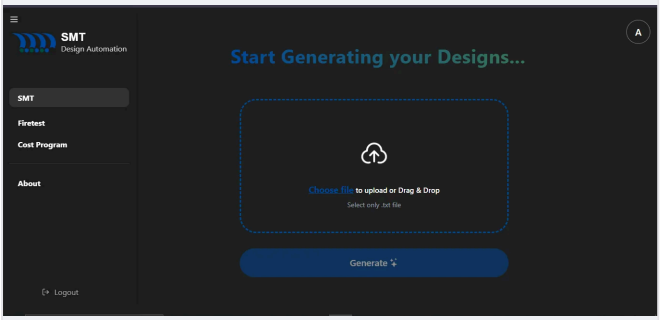
TYPICAL USE CASES

- → MVPs and SaaS applications
- → Internal tools and automation platforms
- → Company websites and e-commerce sites

BUILT WITH

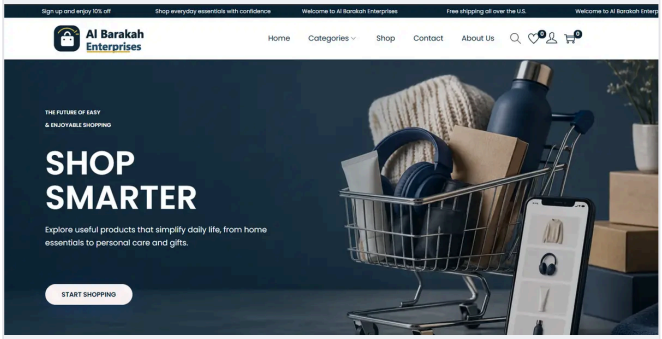
React | FastAPI | MongoDB

EXAMPLE PROJECTS



Full-Stack Automation Platform

60% Faster Design & Engineering



Albarakah Enterprise Ecommerce Website

187 products listed

Interested in this service?
Book a free call

calendly.com/nashitsaleem

SELECTED PROJECTS

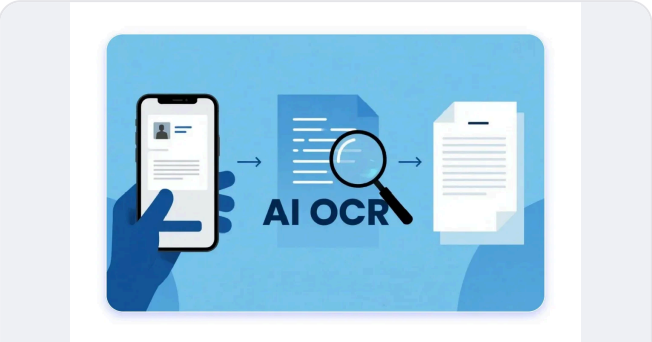
Real results for real businesses.

A few of the projects behind these services. The full case studies are on softdev.me.



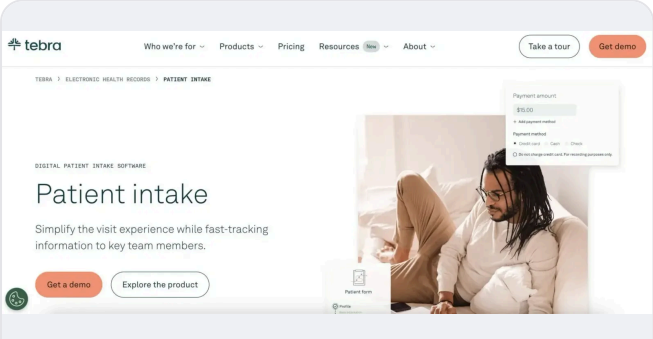
MBR AI Receptionist

2,000+ Leads Qualified Monthly



AI Invoice Company Extractor

10,000+ Invoices Processed



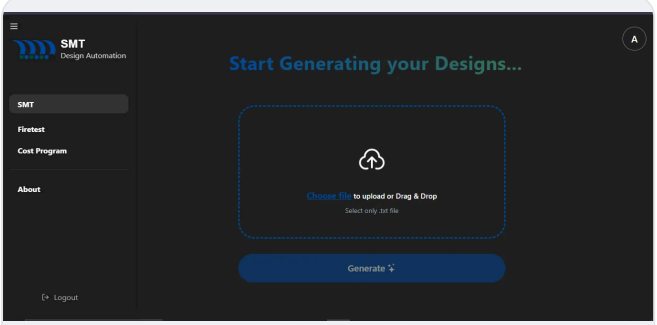
Clinic Intake Automation

25+ Admin Hours Saved Weekly



eBay Data Scraper & Automation

50,000+ Product Records Scraped



Full-Stack Automation Platform

60% Faster Design & Engineering

HOW WE WORK

From first call to working system.

A simple process with no pressure and no jargon.

1

Tell Us About Your Business

Share a few details about your team and the manual, repetitive tasks that are slowing you down.

2

We Review & Reach Out

Our team looks at your submission and gets back to you within one business day to schedule a free consultation call.

3

Get Your Automation Roadmap

We map out exactly which workflows to automate first, with no obligation to move forward.

How pricing works. Every project is quoted after a free call, based on your tools, volume, and requirements.

GOOD TO KNOW

How quickly will I hear back?

We respond to every inquiry within one business day, usually sooner.

Is the consultation really free?

Yes. The initial call is free with no obligation. It's a chance for us to understand your workflow and for you to see if we're a good fit.

Do you work with businesses outside Pakistan and Turkey?

Yes, we work with clients worldwide. Most of our communication happens over calls, Slack, and email, so time zone differences aren't a blocker.

What should I prepare before the call?

Just a rough idea of the manual, repetitive tasks eating up your team's time. We'll handle the technical questions from there.

SoftDev

AI VOICE AGENTS & AUTOMATION

Ready to stop doing it manually?

Book a free call. Tell us which tasks eat your team's time and we will show you what can be automated.

BOOK A FREE CALL

calendly.com/nashitsaleem

WEBSITE

softdev.me

EMAIL

nashitsaleem9@gmail.com

PHONE / WHATSAPP

+92 317 501 6780

OFFICES

Islamabad, Pakistan
Istanbul, Turkey