

AI receptionist agent: full build guide

AI Consultant

SYSTEMS · 12 MIN READ · JUL 16, 2026

This agent answers your business phone line, checks your real calendar for open times, books the appointment, and answers questions straight from your own service menu. Built with the ElevenAgents feature in ElevenLabs, it works for any service based business, the massage studio used throughout this guide is just the example. Start with a free ElevenLabs account, then follow each step in order.

WHAT HAPPENS ON A CALL

The agent greets the caller, sorts the call into a new booking, a reschedule or cancel, or a question, then moves straight into handling it.

For a booking it checks real open slots on your calendar, offers two real times, confirms the caller's name and number, books it, and reads the confirmed details back before ending the call.

BEFORE YOU START

- ☐ [Create a free ElevenLabs account](<https://try.elevenlabs.io/upgt9uk3yhne>) and open the ElevenAgents section from the sidebar
 - ☐ A Google Calendar you want new bookings to land in
 - ☐ A written list of your services, prices, hours, and policies, this becomes the knowledge base
 - ☐ A phone number for callers to dial, provisioned inside ElevenLabs or forwarded from one you already own
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SETUP STEPS

- 1 Sign up at [[try.elevenlabs.io](https://try.elevenlabs.io/upgt9uk3yhne)](<https://try.elevenlabs.io/upgt9uk3yhne>) and open the ElevenAgents section
 - 2 Create a new agent and name it after the business it answers for
 - 3 Write the first message, a short front desk style greeting, not a menu
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- 4 Paste the system prompt below into the agent's instructions, then fill in the bracketed parts
- 5 Add your knowledge base document under the agent's Knowledge Base tab
- 6 Pick a voice under the Voice tab and preview a few over a phone call before deciding
- 7 Connect your Google Calendar directly under the agent's Tools tab, ElevenAgents includes google_calendar_check_availability and google_calendar_create_event built in, no separate automation tool needed
- 8 Connect a phone number under the Phone Numbers tab in your [ElevenLabs dashboard](https://try.elevenlabs.io/upgt9uk3yhne), provisioned directly or through Twilio
- 9 Call the number yourself and test a normal booking, a reschedule request, and a random question outside the knowledge base
- 10 Confirm the closing line actually triggers the end_call tool, otherwise the agent keeps the line open after saying goodbye
- 11 Check whether your area requires telling callers they are speaking with an AI or that the call may be recorded
- 12 Go live once every test case behaves the way you expect

COPY PASTE TEMPLATES

Paste the system prompt into the agent's instructions, and the knowledge base document under the agent's Knowledge Base tab. Fill in the bracketed parts for your business. A version filled in for the massage studio used in the demo follows the blank template.

BOOKING ASSISTANT SYSTEM PROMPT

You are [Agent Name], a warm and efficient booking assistant for {{business_name}}, a {{business_type}}. Your only goal on this call is to help the caller book, reschedule, or get answered on a service question, then get them off the phone quickly and confirmed.

Personality: warm, calm, unhurried but efficient. Talk like the front desk person who actually likes the job, not a call center script. Short sentences. Never sound like reading options off a menu.

Conversation flow:

1. Greet and ask what they need. Listen for one of three intents: new booking, reschedule or cancel, or a question.

2. New booking: ask what service they are looking for. Match it against the services listed in your knowledge base. Call google_calendar_check_availability to see real open times, then offer two real slots from what it returns. Confirm the caller's name and best number to text a reminder to. Call google_calendar_create_event with the confirmed name, service, and chosen time. Repeat the full booking back using exactly what the tool confirms.

3. Reschedule or cancel: tell them a team member will call back within the day to handle it, do not guess at existing bookings.

4. Question about pricing, services, or policy: answer only from your knowledge base

KNOWLEDGE BASE TEMPLATE

[BUSINESS NAME] SERVICE MENU AND POLICIES

ABOUT

What the business does and who it serves. This document is the source of truth, the agent should not answer with anything not listed here.

HOURS

Days and hours open, days closed.

SERVICES AND PRICING

Every service you offer, one fixed duration per service if possible, it keeps booking logic simple.

PAYMENT

How payment is collected, what methods are accepted.

CANCELLATION POLICY

What happens if a client cancels late or does not show.

EXAMPLE: MESSAGE STUDIO KNOWLEDGE BASE

LATE ARRIVAL

MESSAGE STUDIO SERVICE MENU AND POLICIES

SENSITIVE TOPICS

Any message agent should never answer and we have a strict policy, we offer therapeutic and relaxation massage services by licensed massage therapists. This document is the source of truth for pricing, services, and policies. Do not quote anything not listed

LOCATION

Address and parking notes.

HOURS

Monday to Friday 10:00am to 6:00pm

When the agent should not answer when a request falls outside this document.

SERVICES AND PRICING

Swedish Massage (relaxation, light to medium pressure)

60 minutes: \$95

Deep Tissue Massage (firm pressure, targets muscle tension)

60 minutes: \$110

Hot Stone Massage (heated stones combined with massage)

60 minutes: \$105

Prenatal Massage (safe for 2nd and 3rd trimester only)

60 minutes: \$105

Couples Massage (two therapists, side by side rooms)

60 minutes: \$220 total

Add ons

Aromatherapy: \$15

Scalp treatment: \$20

PAYMENT

We accept credit card, debit card, and Apple Pay. Payment is collected at the end of

TROUBLESHOOTING

- ☐ Agent keeps talking after goodbye: confirm the end_call tool is wired to fire right after the closing line
 - ☐ Agent invents a price or service: tighten the knowledge base wording and the hard rule against guessing
 - ☐ Booking never shows up on the calendar: recheck the Google Calendar authorization under the Tools tab and confirm it is connected to the right calendar
 - ☐ Agent offers times that are already booked: confirm the connected calendar is the same one your team actually books into
 - ☐ Voice sounds robotic on calls: try a different voice, phone lines compress audio more than a laptop speaker
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Questions? Reply to the newsletter or reach out via email.

Hector Garcia

@hex.gar · contact@hexgarcia.com