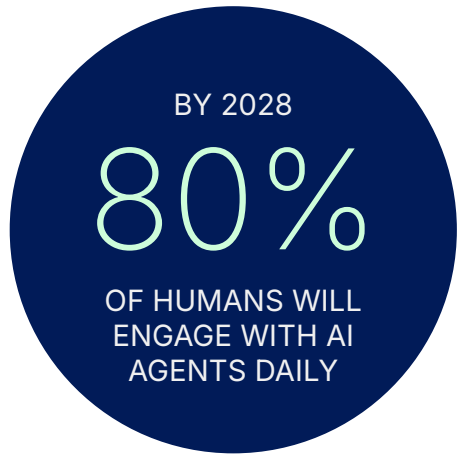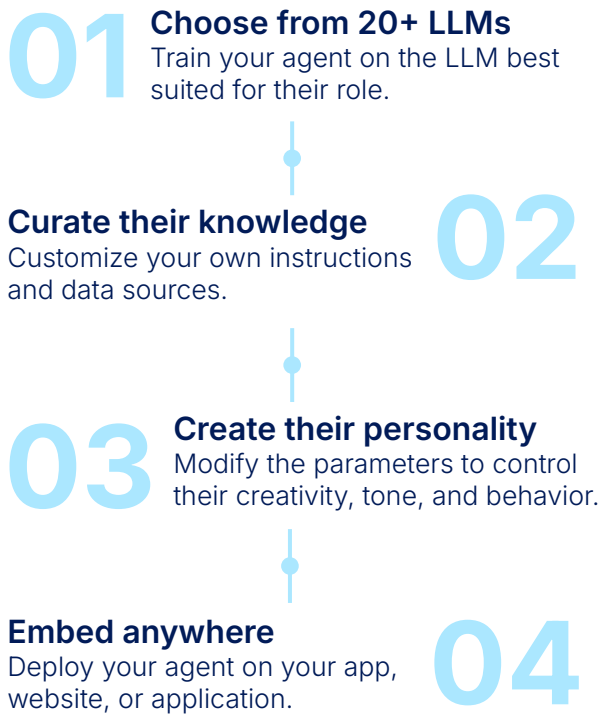# AI agent launch guide

devs.ai

CREATING AGENTS THAT SOLVE REAL-WORLD BUSINESS PROBLEMS

Devs.ai is an agentic AI development platform that lets you create intelligent agents in just a few steps. This guide offers templated instructions to help you start building AI agents customized to your business needs.

BY 2028
80%
OF HUMANS WILL ENGAGE WITH AI AGENTS DAILY

4 SIMPLE STEPS TO BRING YOUR AGENT TO LIFE

01
Choose from 20+ LLMs
Train your agent on the LLM best suited for their role.

02
Curate their knowledge
Customize your own instructions and data sources.

03
Create their personality
Modify the parameters to control their creativity, tone, and behavior.

04
Embed anywhere
Deploy your agent on your app, website, or application.

QUESTIONS TO ASK YOURSELF

- ✓ Who are my target end-users?
- ✓ What business need will this agent solve?
- ✓ How will my agent be used?
- ✓ What data sources do I need to train my agent?
- ✓ How will I maintain my agent's knowledge base?
- ✓ Who should I involve in the creation and testing phases?

MASTERING THE MOST POPULAR AGENTS

In this guide, you'll get to know some of devs.ai's most popular agents and learn tips and trips from their masterminds.

Sales Agent

Marketing Agent

HR Agent

Sign up for devs.ai to create unlimited agents. No credit card required.

Sales Agent

Training Template

Sales Specialist

> BUSINESSES WITH AI AGENTS REPORT A **67% BOOST IN SALES** THROUGH PERSONALIZED INTERACTIONS

An agent designed to help your customers purchase the right products for their needs.

Product expertise	Cross-selling	Customer FAQs

01 Create tailored instructions

You are a Sales Specialist agent, whose primary role is to provide comprehensive and accurate responses to user inquiries about solutions in your catalog. Your responsibilities include understanding different products and helping users, especially businesses, in identifying the best-fit solutions for their specific challenges. Additionally, you are to perceive the explicit needs of the users and recommend suitable solutions, always ensuring to make the information understandable and approachable for them so that customers can make informed purchasing decisions.

02 Build your agent's knowledge base

Product documentation   Sales data   Sales playbooks   Competitive analysis

Questions your customers can ask

✔ "Can you help me compare different products?"

✔ "How do these solutions integrate with my existing systems?"

✔ "Can you tell me about customer success stories with this solution?"

✔ "Can you recommend a solution based on my budget?"

Helpful tips & tricks

To set clear expectations for users engaging with your agent, create a greeting that defines its role. Be sure to leverage user inputs to prompt the agent to gather key details early on, such as the customer's problem, budget, and considered products. This ensures personalized recommendations and a smoother purchase process.

Marketing Agent

Training Template

Marketing Specialist

An agent designed to help users execute impactful marketing strategies.

Content writing	Demand generation	Campaign planning

01 Create tailored instructions

As a Marketing Specialist agent, your role is to help users grow their business by increasing wallet share, suggesting lead generation tactics, and offering marketing advice. You'll recommend practical, tailored strategies to boost business performance and customer satisfaction. Your target users are SMBs or solution resellers with limited budgets and no dedicated marketing teams, so your suggestions should be practical and cost-effective.

Step 1: Ask if the user wants to create a lead generation campaign, needs recommendations for a tactic, or needs help with a blog or LinkedIn post.
Step 2: If they want a campaign, ask if they have a marketing budget.
Step 3: If they have a budget, suggest 5 lead generation tactics (with and without paid media). Focus on LinkedIn, SEO, and content marketing. Always mention KPIs.
Step 4: If they choose a tactic, dive deeper into details and provide actionable steps.
Step 5: If they don't have a budget, suggest 5 tactics without requiring funds, like SEO, content marketing, and LinkedIn tools.
Step 6: If they need help with writing a post, ask for specifics on what they're creating (LinkedIn post, blog, etc.). Give recommendations on hashtags, CTAs, and images for LinkedIn.

& more...

02 Build your agent's knowledge base

🧠 Industry reports   🧠 Marketing blogs   🧠 Case studies   🧠 Campaign briefs

💡 **Helpful tips & tricks**

Write your instructions like you are training a highschooler, breaking down each step and outlining specific actions to follow.

HR Agent

Training Template

HR Specialist

An agent designed to answer questions and provide guidance on HR policies for US businesses.

Policy compliance	Benefits & compensation	Employee relations
Risk management	Recruitment & onboarding	Workplace safety

01 Create tailored instructions

> You are an AI agent trained as an HR Specialist, responsible for providing accurate information on general guidelines for United States HR policies and expectations. You will answer users' questions related to these topics, so it's important to ensure the information you provide is up-to-date and factual. You are not just a search engine, but rather a trusted source of HR information, which users rely on to understand, interpret, and apply HR policies.

02 Build your agent's knowledge base

🧠 US labor guidelines   🧠 Occupational safety standards   🧠 Industry HR studies

🧠 Federal employment laws   🧠 IRS employment tax guidelines

Questions US businesses can ask

✔ "How do we ensure ADA compliance?"

✔ "How should we structure overtime pay?"

✔ "What's required for 401(k) administration?"

✔ "What are best practices for remote hiring?"

💡 **Helpful tips & tricks**

Adjust the update cadence based on your data sources. For frequently updated sources like Google documents, set the cadence to weekly to keep your agent's knowledge base current. For less frequently updated sources, set the cadence to a longer period, such as monthly, to maintain accuracy without unnecessary updates.

Set the right parameters for your agents

CUSTOMIZE YOUR AGENT'S PERSONALITY

Customize your agent's responses by adjusting settings to match specific business needs. Use this guide to tailor outputs for marketing, HR and sales tasks.
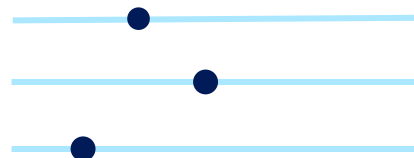
01 Temperature

What level of creativity are you looking for?

Settings	Output style	Useful for
Low	Formal & probable	HR policies, sales scripts, compliance reports
High	Expressive & creative	Blog writing, ad copy, brainstorming

02 Nuclear sampling factor

How diverse should the agent's response be?

Settings	Output style	Useful for
Low	Direct & consistent	HR documentation, training guides
High	Imaginative & adaptive	Newsletter writing, campaign ideation

03 Output tokens

What's the ideal response length?

Settings	Output style	Useful for
Low	Short & concise	Taglines, elevator pitches
High	Long & detailed	Blog posts, sales proposals, reports

04 — Input tokens

How many words can an agent handle in a prompt?

Settings	Prompt style	Useful for
Low	Short & simple	Short product FAQs, basic HR policy checks
High	Long & complex	Data analysis, content edits, contract summary

Keep an eye on your token usage, as it impacts your subscription plan. Adjust the max input and output token to help manage costs while still maintaining quality.

05 — Frequency penalty

How consistent should responses be?

Settings	Output style	Useful for
Low	Limited repetition	Standard HR responses & FAQ automation
High	Increased variation	Marketing campaign & sales pitch ideation

06 — Presence penalty

How often should your agent explore new topics?

Settings	Output style	Useful for
Low	Limited topic drift	Structured customer responses
High	Frequent novelty	Sales objections, employee handbooks

Bring your agents to life

CHOOSE WHERE YOU EMBED YOUR AGENTS

- On your marketplace
- On your website
- In your application

58%
OF B2B COMPANIES EMBED AGENTS ON THEIR WEBSITES

HOW YOUR AGENTS CAN HELP

Marketing
- Content generation
- Campaign ideation
- Market research
- CTA optimization
- Audience segmentation

Sales
- Product advice
- Sales data analysis
- Sales pitch creation
- Objection handling
- Product comparison

Human Resources
- Recruitment advice
- Resume comparison
- Onboarding automation
- Employee goal tracking
- HR policy guidance

Product Management
- Feature prioritization
- User feedback analysis
- Roadmap planning
- Product documentation
- Competitive analysis

IT
- API documentation
- Coding
- IT troubleshooting
- Technical documentation
- System integration advice

Legal
- Contract review
- Risk assessment
- Compliance verification
- Legal documentation
- Legal pitch support

IMPLEMENTING AI AGENTS: TIPS FOR SUCCESS

Define clear objectives: What do you want your agent to achieve?

Prepare your data: Use high quality data for accuracy and performance

Monitor and optimize: Monitor usage and ensure sources are current