CLIENT WALKTHROUGH

Lead Qualification & Routing Bot

An automated system that scores every inbound lead, routes it to the right Account Executive in real time, and follows up automatically when a lead goes unanswered.

n8n | WhatsApp Business API | GoHighLevel | LLM (Groq) | Google Sheets

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THE PROBLEM

Every minute of delay costs you a deal

Manual triage

Someone has to read every inbound message and decide how serious it is — if and when they get to it.

No consistent standard

One person's "hot lead" is another person's "maybe later." Qualification depends on who's looking.

Response time creeps up

Hot leads sit in an inbox next to browsing questions. Minutes turn into hours, especially after hours.

Minutes

is roughly the window before a hot lead's odds of qualifying start dropping

A manual process, by design, can't guarantee that window.

THE COST TODAY

Manual triage quietly eats hours — and deals

~3–4 hrs/week

estimated time spent reading, judging, and manually assigning leads for a team handling ~50 inbound leads/week

** Working estimate for a portfolio of this volume — not yet measured against your real numbers. We calibrate this together once the system is live.*

What that time usually goes to:

- Reading every inbound message across WhatsApp, forms, and inbox
- Deciding — with no fixed rule — who counts as "serious"
- Manually texting or assigning the lead to an AE
- Losing leads that arrive nights, weekends, or during busy hours

The real cost isn't the hours. It's the hot leads that go cold while nobody's looking at the inbox.

THE SOLUTION

One system, three jobs

Built in n8n, running on top of WhatsApp and GoHighLevel — no new inbox for your team to check.

Instant Qualification

The moment a lead messages in, an LLM reads it and scores budget, intent, and urgency — no one has to triage it by hand.

Fair, Automatic Routing

Qualified leads are assigned to an Account Executive by a round-robin rule, filtered by language — no "first to grab it" scramble.

Follow-up Safety Net

If a qualified lead hasn't been contacted in 4 hours, the system automatically nudges the assigned AE — before the lead goes cold.

HOW IT WORKS

From new message to assigned AE, in seconds

1

Lead comes in

WhatsApp or web form message arrives via webhook

2

LLM qualifies it

Budget, intent, and urgency scored 0–100 in seconds

3

Routed by score

Hot, warm, and early-stage leads follow different paths

4

AE assigned

Round-robin by language — fair, no manual picking

5

Lead confirmed

The lead gets an instant "someone's on it" message

6

Silence gets nudged

No AE response in 4h? The system follows up automatically

BEFORE / AFTER

What actually changes for your team

	BEFORE	AFTER
Time to qualify a lead	Whenever someone has time to read it	**Seconds, automatically, 24/7**
Qualification standard	Depends on who's looking that day	**One consistent rule for every lead, every channel**
AE assignment	First to notice, or whoever's around	**Fair round-robin, filtered by language**
Lead confirmation	Often none until an AE replies	**Instant "someone's on it" message**
Missed follow-ups	Silently forgotten in a busy inbox	**Auto-nudged if no contact within 4 hours**

ESTIMATED IMPACT

Speed and consistency where they matter most

Seconds

lead message to AE assignment

down from a process that depends on someone checking the inbox

~3–4 hrs

freed up per week

estimated, no longer spent on manual triage and assignment

4-hour

automatic safety net

for qualified leads an AE hasn't contacted yet

** Time-saved figures are working estimates for a team handling ~50 inbound leads/week. We recommend tracking real response times for the first few weeks to calibrate against your team's actual baseline.*

Next steps

1 **Connect to your live CRM tracking**

Replace the manual "responded" log with your CRM's native activity tracking, so follow-up detection is fully automatic.

2 **Tune the qualification threshold**

A/B test the current score cutoffs (70 / 40) against your real close-rate data, per tier.

3 **Add your real AE roster and channels**

Swap in your actual Account Executives, languages, and add a Slack/Teams alert if your team lives there instead of WhatsApp.