
Doriana Quinn

AI Automation & Consulting · digitalenti.com

CASE STUDY

Automated Lead Follow-Up System

Outdoor Lighting Brand · AI Automation Build

An outdoor lighting brand was losing potential clients between the moment they showed interest and the moment someone followed up.

THE SITUATION

When a potential client or partner filled out a contact form on the brand's website, that inquiry was emailed to the team — and from there, it was up to someone to manually follow up by phone or text. There was no set process, no timeline, and no way to know if the person had already been contacted.

Spam and low-quality inquiries mixed in with real opportunities, so the team spent time chasing leads that weren't worth their attention — while real ones waited too long for a response. There was no central place to see what was happening with each inquiry.

WHAT WE BUILT

We designed a system that handles every new inquiry automatically — from the moment someone submits a form to the moment the team is notified. Here's how it works:

01 Inquiry captured

Every form submission is caught instantly — nothing goes to a generic inbox or gets lost in email.

02 AI reviews the inquiry

An AI model reads the submission and determines whether it's a genuine business inquiry or spam — before anyone on the team sees it.

03 Logged automatically

Legitimate inquiries are added to a centralized database in real time. The team always knows what's come in, who it's from, and when.

04 Smart reply sent — only to real leads

Once the inquiry is confirmed as legitimate, a professional response goes out automatically — so real prospects hear back within seconds while spam never gets a reply at all. The brand looks responsive from the very first touch, without wasting that response on the wrong people.

THE RESULT

	Before	After
Response time	Hours or never	Under 2 minutes
Lead visibility	No central tracking	Every inquiry logged automatically
Team effort	Manual follow-up per inquiry	Only engages with pre-qualified leads
Time saved	—	Estimated 3–5 hours per week

n8n	Claude AI	Webflow	Notion	Gmail
-----	-----------	---------	--------	-------