





AUTOMATE CONVERSATIONS. ACCELERATE CONVERSION.

Our Al-powered SMS agent turns your phone number into a real-time customer support, lead qualification, and follow-up machine. It's trained on your business, always available, and infinitely scalable—without the overhead of human reps.

What It Does (Core Capabilities)

1. Instant Lead Follow-Up

- Auto-replies to form fills, missed calls, or keyword triggers
- Responds in <5 seconds—day or night

2. Qualification Flows

- Captures name, service needed, location, urgency
- Scores and routes leads by intent or criteria

3. Appointment Booking

- Connects to your booking system or internal calendar
- Can send confirmations, reminders, and reschedule links

4.FAQs + Knowledge Base Support

- Answers common questions (hours, pricing, services, etc.)
- Fully customizable to your business logic and tone

5. Two-Way Thread Memory

- Understands ongoing conversation context
- Can pause and resume threads like a human

optional Add-ons

1. CRM Integration

Pushes lead data into HubSpot, GoHighLevel,
 Salesforce, etc.

2. Dynamic Prompts by Page or Ad Source

Adjust responses based on campaign origin

3. Multilingual Response Handling

Engages customers seamlessly across languages

4. Al Appointment Routing

 Routes bookings based on territory, rep availability, or time slot logic

5. Re-engagement Campaigns

Reactivates stale leads or no-shows automatically





PRICING SNAPSHOT (TYPICAL RANGE)

Core SMS Agent

Starting At

Development: \$1,500–3,000

Monthly Retainer: \$750

With CRM Integration

Starting At

Development: \$2,000-3,500

Monthly Retainer: \$750–1,250

Volume-based usage tiers available. Most businesses save 40—60% compared to part-time staff.







WHY IT MATTERS

Speed Wins Deals: Responding in minutes is too late—this system does it in seconds.

Scale Without Headcount: One Al agent can handle 500+ conversations a day.

Boost Conversion Rates: Leads stay warm, get booked, and don't fall through the cracks.

Ideal For:

Home service businesses

Medical clinics & medspas

Real estate teams

Agencies managing inbound volume for clients



CRAFI DIGITAL



