

63% More Calls in 30 Days: **How This Agency Used AI to Close More Leads**

Instant, personalized replies with zero work added.

The agency was generating leads — but were losing them simply because the right people were too busy to respond quickly. We built an automated AI system that replies to leads in 2 minutes, using personalized, natural language. The result? 63% more booked calls in the first month with less work.

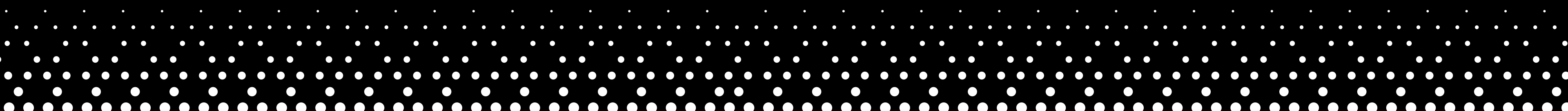
A Top Agency that Couldn't Keep Up

The client was a digital marketing industry veteran with multiple industry awards and a strong reputation across Canada.

They worked with businesses of all sizes and industries, delivering consistently strong results that kept clients around for years. Known for their reliability and experience, they had no trouble attracting new leads.

But this posed a new challenge: they were losing leads because they couldn't get to them quickly enough.

Their team was busy, so by the time they could contact new leads, they were already cold.



Delayed Responses Were Silently Killing Opportunities

Most of the agency's inbound leads came through a simple signup form — often triggered by a lead magnet or contact page inquiry. In theory, it worked well enough. But in practice, there was a major flaw: nobody could respond quickly, so they were losing leads.

Between the founder and a busy salesperson, the earliest most leads heard back was later the same day. In sales (especially digital marketing) that **delay is deadly**.

The consequences?

- High-intent leads quickly went cold
- Some never responded again at all
- Opportunities were lost simply due to slow follow-up

The team knew it was an issue, but figured it was just the cost of being busy. That was — until they realized how different it could be.

Spread Too Thin to Scale

By failing to follow up quickly, the agency was leaving money on the table and actively damaging first impressions with otherwise interested leads. The costed them in three major ways:

1. Lost revenue
2. Strained team capacity
3. Capped scalability

To make matters worse, industry margins were shrinking – the agency needed more clients just to maintain profit levels, but the current process couldn't support that. If nothing changed, they'd stay stuck on the treadmill: more work, less return.

Additionally, in an industry where prospects often reach out to multiple agencies, response time is everything. **If they didn't evolve, they risked falling behind.**



Past Attempts

Their Fixes Weren't Working

This wasn't their first time trying to fix the follow-up problem. They had:

- Hired a Virtual Assistant salesperson
- Created response templates
- Set up automated CRM replies

Each solution helped slightly, but none solved the root issue:

- Humans can't be available 24/7 without a big cost
- Templates still required someone to send them
- CRM messages felt too generic and turned leads off

Turning Point

Industry Pressure Pushed Them to Automate

Margins were tightening. Competition was increasing. And this agency realized they didn't just need to improve — they needed to transform.

One of the partners had been following AI automation trends and saw the opportunity to finally fix the follow-up gap. He'd even sketched out a vision for what the system should do.

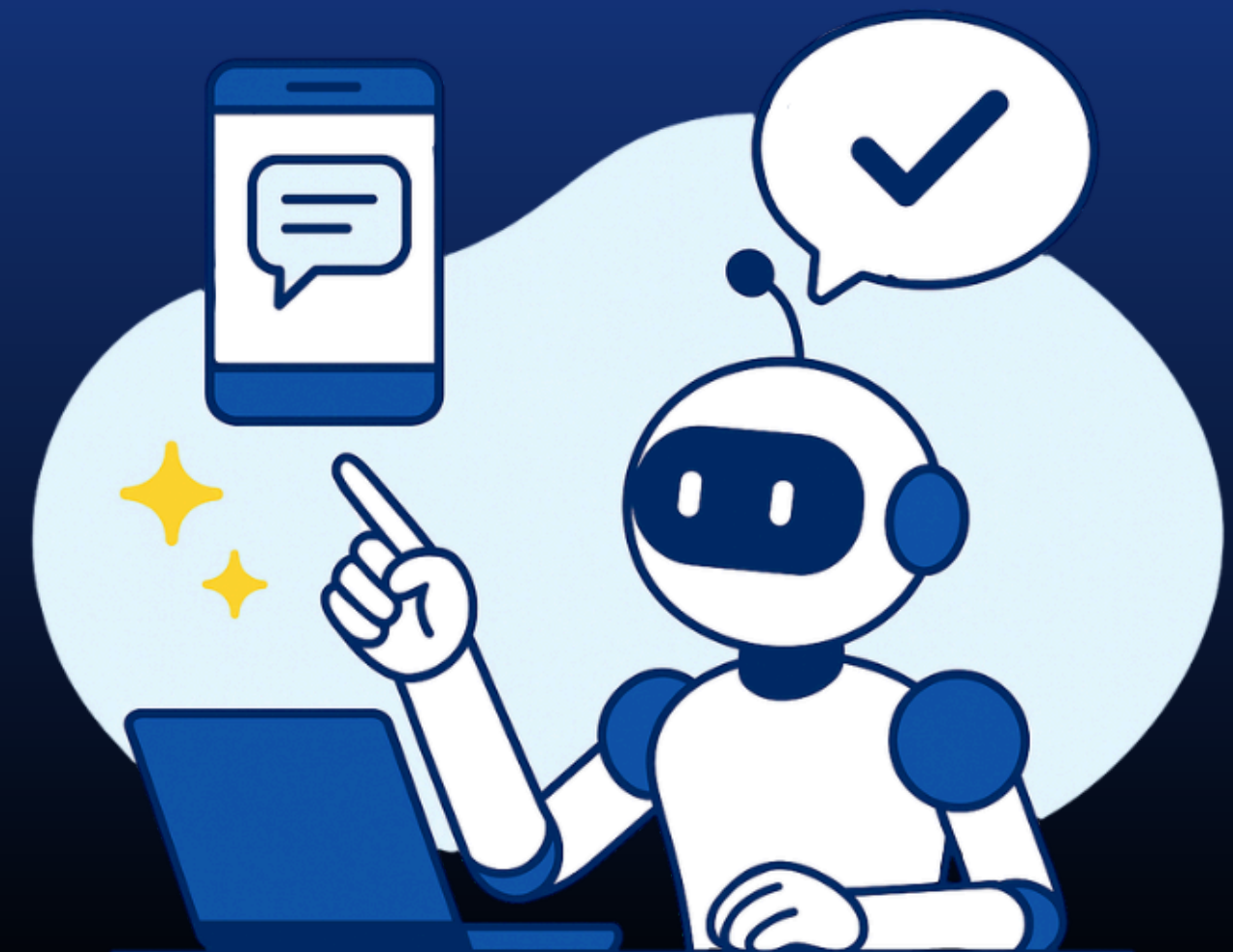
This led him to reach out to us to build it.

The Plan: Instant, Personalized Follow-Up

We designed a system where, the moment a lead submitted a form, AI would:

- Extract key data (service, industry, company site)
- Run a quick scan of their website for extra insights
- Write a casual, natural email using trained AI models
- Send it within 2 minutes of form submission
- Sort and assign the lead in their CRM automatically
- Follow up the next day if there is no response

The messaging was tuned to sound human, casual, and personal, as if the founder had just seen the form, Googled the company, and sent a quick message. That authenticity was critical.



Completed in 3 Weeks

Our Process

1. Mapped out their sales process
2. Defined dream outcome
3. Collected company info and previous emails to match the style
4. Outlined the system
5. Tested the prompts needed for AI agents
6. Fine-tuned the language, structure, and tone
7. Put it all together and integrated it with their tech stack

How it Works:

The automation kicked off the moment a form was submitted, crafting a custom email and follow-up sequence while sorting the lead in the CRM.

Biggest Challenge

Making follow-up messages feel natural

Tech Used

- Make.com
- OpenAI & Claude
- Perplexity AI
- Promptmetheus

63% More Booked Calls in 30 Days *(plus: higher quality)*

In just the first month, the agency saw a 63% increase in booked discovery calls, and the benefits didn't stop there:

- ✓ The emails were often better than the manually-written ones
- ✓ The team no longer felt chained to their inbox

Stress went down. Lead quality stayed high. And conversion rates soared.

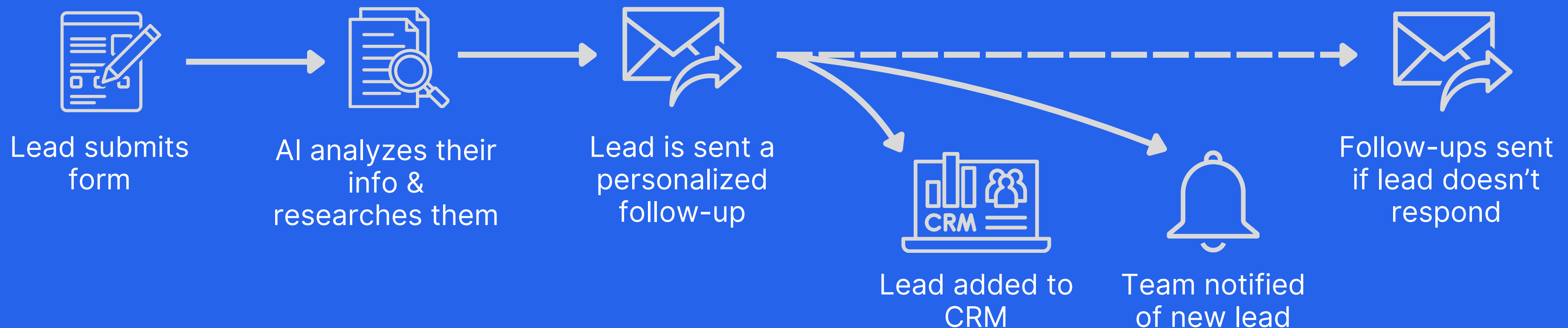
One partner joked, "I feel like I'm delegating to a robot!"



No Extra Work

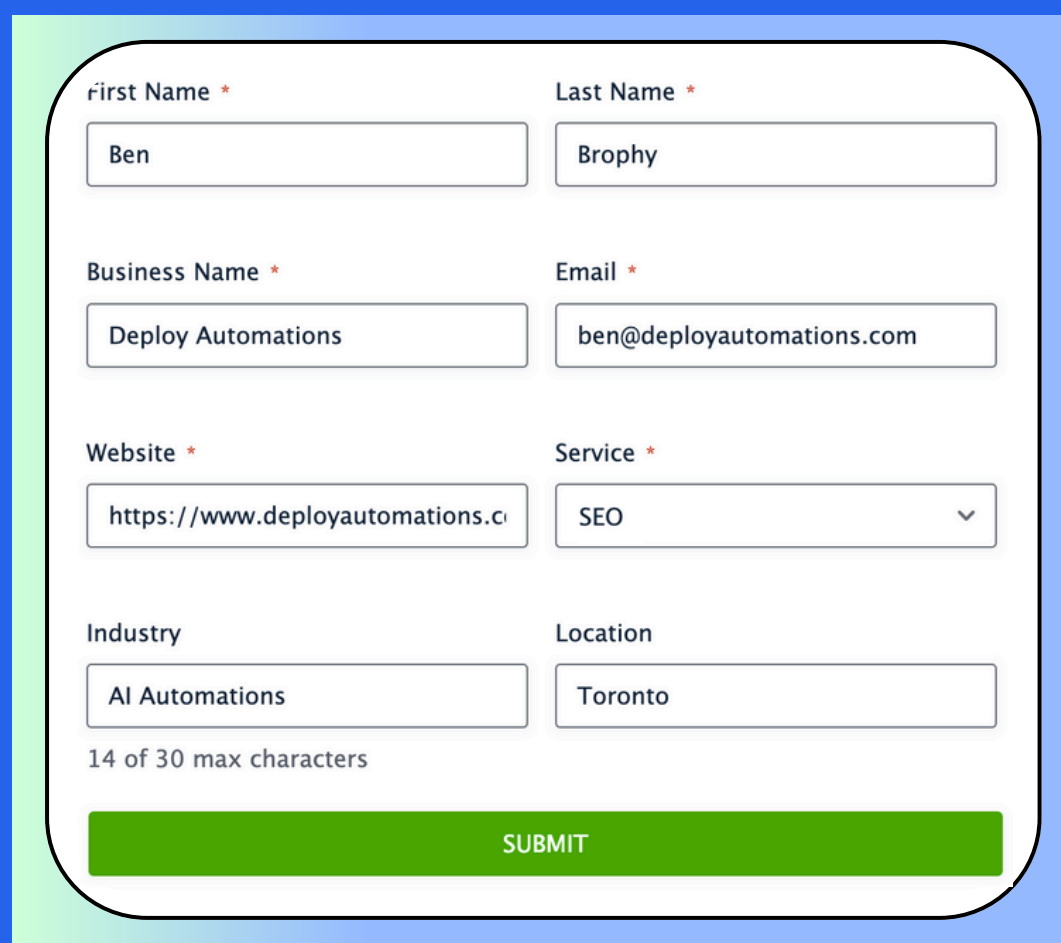
We needed to make the system **as easy to use and seamless as possible** to make sure that it didn't make the team's workflow more complex or delay the message to the lead.

We built a **fully automated response system** where the lead is automatically contacted without needing the team. Once the lead fills out the contact form, the AI system analyzes their information, sends a human-like message encouraging them to book a call, then notifies the team of the new lead in the CRM.



Example

Example form submission:



First Name *
Ben

Last Name *
Brophy

Business Name *
Deploy Automations

Email *
ben@deployautomations.com

Website *
https://www.deployautomations.c

Service *
SEO

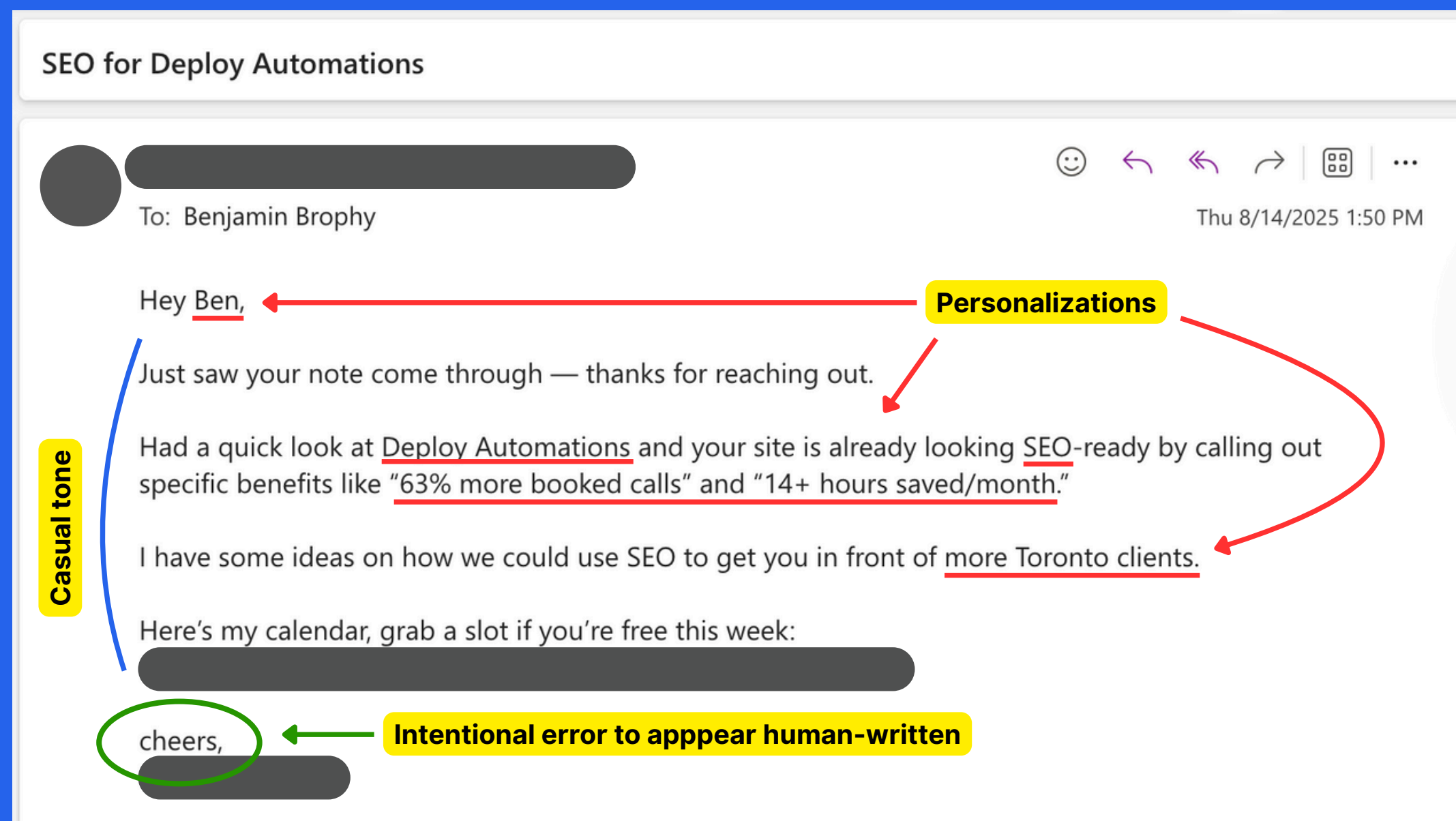
Industry
AI Automations

Location
Toronto

14 of 30 max characters

SUBMIT

Automated email received:



Why It Worked

This follow-up system worked because it delivered messages that were:

- **Immediate**
- **Personalized**
- **Written in natural, human language**

By making it *feel* like a real person had written each message — right after the form was submitted — we built trust and momentum instantly. That realism made all the difference.

More Results with Less Work is Possible with AI

Through this process, their team realized:

01

AI can learn to have a personal touch

02

Being handcuffed to your inbox doesn't drive growth

03

A business can adopt AI without being tech-savvy

Their advice to other agencies?

A competitive market demands trying new methods.

One Result of Many

Check out some of the other results we've gotten for our clients with custom AI systems:

**14+ hours saved/month
with AI-generated sales
proposals**

[Learn More](#)

**28+ hours/month saved
with an AI-research &
content system**

[Learn More](#)

Automate your Business to Focus on Growth

After two years of successfully implementing AI Automation Systems, Deploy Automations has become the bridge between overwhelmed business owners and the growth they're capable of achieving.

It's not just AI tools—we architect systems that eliminate bottlenecks, streamline operations, and give you time back to grow your business.

If you're still spending hours every week on repetitive tasks like writing proposals, we should talk.

👉 **Schedule a consultation to see if we can save you time too.**

Book a call here: <https://calendly.com/ben-deployautomations/30min>

Or email us directly: ben@deployautomations.com



Ben Brophy, Founder

Connect with me on LinkedIn!

Learn more at www.deployautomations.com