

10 automations for businesses with a flow of enquiries

What to automate first, so no enquiry is left unanswered.

How to use this guide

Each automation is described briefly: the problem it solves, what it does and what you need to start. Do not implement them all at once. Pick the one where you lose the most, launch it, measure it, and only then take the next.

01

AI administrator 24/7

PROBLEM

Calls and messages during busy hours, after closing and on weekends go unanswered.

WHAT THE AUTOMATION DOES

Answers by phone, in messengers and in the website chat from your knowledge base, books clients and hands complex cases to a person with full context.

WHAT YOU NEED TO START

Price list, answers to frequent questions, working hours, booking and handover rules.

02

One stream of requests

PROBLEM

Requests from the website, messengers and phone reach different people, and some get lost.

WHAT THE AUTOMATION DOES

Collects enquiries from every channel into one table or CRM with source, time and status.

WHAT YOU NEED TO START

A list of channels, access to them and a table or CRM where requests will live.

03

Manager brief in Telegram

PROBLEM

The manager receives a request without details and has to call back to find out.

WHAT THE AUTOMATION DOES

After each conversation, sends a short summary to Telegram: who, what they asked, what was answered, what needs a decision.

WHAT YOU NEED TO START

The manager's Telegram and the fields the brief should contain.

04

Online booking into the calendar

PROBLEM

Booking takes back-and-forth messages and free time is checked by hand.

WHAT THE AUTOMATION DOES

Offers the client real free slots and records the booking in the calendar or booking system.

WHAT YOU NEED TO START

A calendar or booking system, service durations and booking rules.

05

Reminders and confirmations

PROBLEM

Clients forget appointments, and no-shows leave empty slots.

WHAT THE AUTOMATION DOES

Sends a confirmation after booking and a reminder before the visit, and records the client's reply in the calendar.

WHAT YOU NEED TO START

A calendar with client contacts, a messaging channel and reminder texts.

06

Recovering missed enquiries

PROBLEM

Nobody follows up a missed call, and the client goes elsewhere.

WHAT THE AUTOMATION DOES

Messages the client right after a missed call, offers help in a messenger and creates a task for the team.

WHAT YOU NEED TO START

Access to the telephony call log and a messaging channel.

07

Lead qualification

PROBLEM

Managers spend time on people who are not ready to buy yet.

WHAT THE AUTOMATION DOES

Asks a few questions you define, such as budget, timing and need, and passes only qualified requests to sales.

WHAT YOU NEED TO START

Qualification criteria and the way a lead is handed to sales.

08

Bringing clients back

PROBLEM

Clients who have not visited for a while simply forget about you.

WHAT THE AUTOMATION DOES

Reaches out after a set period with a personal message and an offer to book.

WHAT YOU NEED TO START

A client base with last visit dates and agreed message texts.

09

Review request after a visit

PROBLEM

Satisfied clients rarely leave a review on their own.

WHAT THE AUTOMATION DOES

Sends a thank-you and a review request after the visit, and passes unhappy clients straight to a manager.

WHAT YOU NEED TO START

Data on completed visits and a link to where reviews are left.

10

Owner report

PROBLEM

The owner cannot see how many enquiries came in, how many booked and where clients drop off.

WHAT THE AUTOMATION DOES

Regularly compiles a summary: enquiries by channel, bookings, handovers to people, missed ones. Sends it to Telegram or a table.

WHAT YOU NEED TO START

Connected channels and a CRM or table with enquiry data.

Free AI audit

We show where your enquiries come from and where they are lost, and suggest the first automation with the fastest effect. Then we build a free personal demo on your own services, prices and language. Scope and price are fixed in writing before launch.

No enquiry left unanswered.

TELEGRAM	@nzkai
EMAIL	nzkagency@gmail.com
WEB	nzkagency.com