Updated Workflow

1. Trigger:

Google Forms response triggers the Zap as before.

1. Action 1 (Data Validation):

App: Filter by Zapier

Add a filter to check for missing or incomplete data (e.g., empty responses for key fields).

If data is incomplete, route the lead to a specific Google Sheets spreadsheet (e.g., “Incomplete Leads”) for manual follow-up.

1. Action 2 (Calculate Lead Score):

Same as before, using “Code by Zapier” to calculate the score.

1. Action 3 (High-Value Lead Monitoring):

App: Slack or Email

For leads with a score > 90, send an alert to a dedicated sales channel (e.g., Slack or an internal team email).

Add such leads to a “High-Priority Follow-up” spreadsheet for immediate review by sales teams.

1. Action 4 (Time Zone Handling):

App: Formatter by Zapier

Extract time zone information from the lead’s submission (if provided, e.g., based on their location or IP).

If no time zone is available, assign a default based on the company’s region.

Use this information to schedule follow-up emails at appropriate local times (via Gmail or Calendly integration).

1. Conditional Paths (High- and Low-Scoring Leads):

Path 1 (Score > 70): Add to “High-Value Leads” spreadsheet and send a welcome email.

Path 2 (Score ≤ 70): Add to “Nurturing Campaign” spreadsheet for further engagement.

Approach to Edge Cases

1. Handling Incomplete Data

Filter Step:

Use a “Filter by Zapier” step to check if required fields (e.g., Company Size, Budget, etc.) are empty.

Incomplete Data Path:

Route incomplete submissions to a specific Google Sheets spreadsheet for manual review.

Example filter: {{FieldName}} IS NOT EMPTY.

1. Ensuring High-Value Leads Are Properly Managed

High-Value Alert:

Create a conditional step that checks if the lead score > 90. If so, send an immediate Slack message or email to the sales team with lead details.

Priority Spreadsheet:

Add high-value leads to a separate “High-Priority Follow-up” spreadsheet for better tracking and prioritization.

1. Accommodating Different Time Zones

Time Zone Parsing:

Use “Formatter by Zapier” to process time zone data. For example:

Extract time zone from location/IP (if available via Google Forms add-ons).

Set a default time zone if the information is unavailable.

Schedule Follow-Up Emails:

Use the time zone to send emails at optimal times via Gmail or Calendly.

Updated Workflow Explanation

The enhanced Zap now includes:

1. Data validation to ensure only complete leads proceed automatically.
2. Priority handling for high-value leads with immediate alerts to sales.
3. Time zone customization to improve the timing of follow-ups and nurture campaigns.

Zap Screenshot Instructions

Since I can’t generate live screenshots, follow these updated steps to visualize the workflow in Zapier:

1. Add a Filter step after the trigger to check for empty responses.
2. Add a Slack or Email by Zapier step to notify the team of high-value leads.
3. Add a Formatter by Zapier step to handle time zones and schedule follow-ups accordingly.