Flexible AI-powered lead automation for small businesses - adaptable to any form, API, or AI model.

Problem

Small businesses often receive leads from multiple sources (online forms, landing pages, contact forms, or APIs), but:

- Responses are handled manually or with delays,
- Leads are not classified or prioritized,
- Data is scattered across different tools,
- Team members are not notified in real time.

This leads to slow response times, missed opportunities, and unnecessary manual work.

Solution

I built an end-to-end AI-driven lead management automation in n8n, designed for small businesses, with a flexible AI layer.

How it works:

- A form submission or API request triggers a Webhook in n8n
- Incoming data is extracted, cleaned, and structured into a custom JSON object
- The data is passed to an AI Agent (in this case: Google Gemini) which:
  - Classifies the lead into predefined categories
  - Generates a personalized automated response email
- The workflow then:
  - Sends the AI-generated email via Gmail (company inbox)
  - Stores lead data and classification in Google Sheets
  - Sends a real-time notification to a Telegram channel for employees

Business value:

- Instant lead responses (24/7)
- Reduced manual work for small teams
- Scalable solution adaptable to different lead sources and AI models
- Improved customer experience

Technologies used:

n8n, Webhooks, AI Agent (Gemini, OpenAI, etc.), Gmail API, Google Sheets, Telegram Bot, JSON