



Personalized Tour Inquiry Response Automation with Human-in-the-Loop

1. A customer submits a travel inquiry through an online form (e.g., embedded on a website).
1. → Step 1: Form data is received via a webhook and sent to an automation platform (e.g., n8n or make.com).
1. → Step 2: The inquiry details (name, destination, dates, group size, preferences, etc.) are logged into a Google Sheet acting as the CRM.
1. → Step 3: The structured data is passed to an OpenAI model, which generates a short, friendly, and personalized email reply based on the customer's submitted
1. → Step 4: A validation process checks:
 1. - Is the customer's email valid?
 1. - Did OpenAI generate a proper response?
1. → Step 5: If the AI reply is valid:
 1. → A Gmail draft is created and addressed to the customer.
 1. → The reply is also stored in the CRM sheet under "Initial reply drafted".
 1. → The internal team receives an email notification that the draft is ready for review and approval.
1. → Step 6: If OpenAI fails to generate a usable reply:
 1. → The system automatically attempts to regenerate the reply once.
 1. → If the retry also fails, a fallback alert is sent to the internal team to review the inquiry manually.
1. Human-in-the-loop:
 1. - The team is always notified once a draft is generated.
 1. - They review and send the email manually to ensure quality and personalization.
 1. - If AI fails, humans are directly responsible for follow-up.
1. This automation reduces response time, ensures no inquiry is missed, and empowers small travel teams to scale communication while keeping a warm, human touch.

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