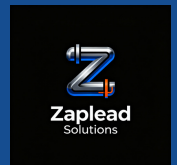# Marathon Realty – Sales Automation Case Study

Implementation Partner: Zaplead Solutions

Overview

Marathon Realty partnered with Zaplead Solutions to modernize its pre-sales operations through workflow automation and AI-driven analysis. The initiative focused on reducing manual effort, improving response times, and building a scalable system for handling customer interactions and pre-sales data.
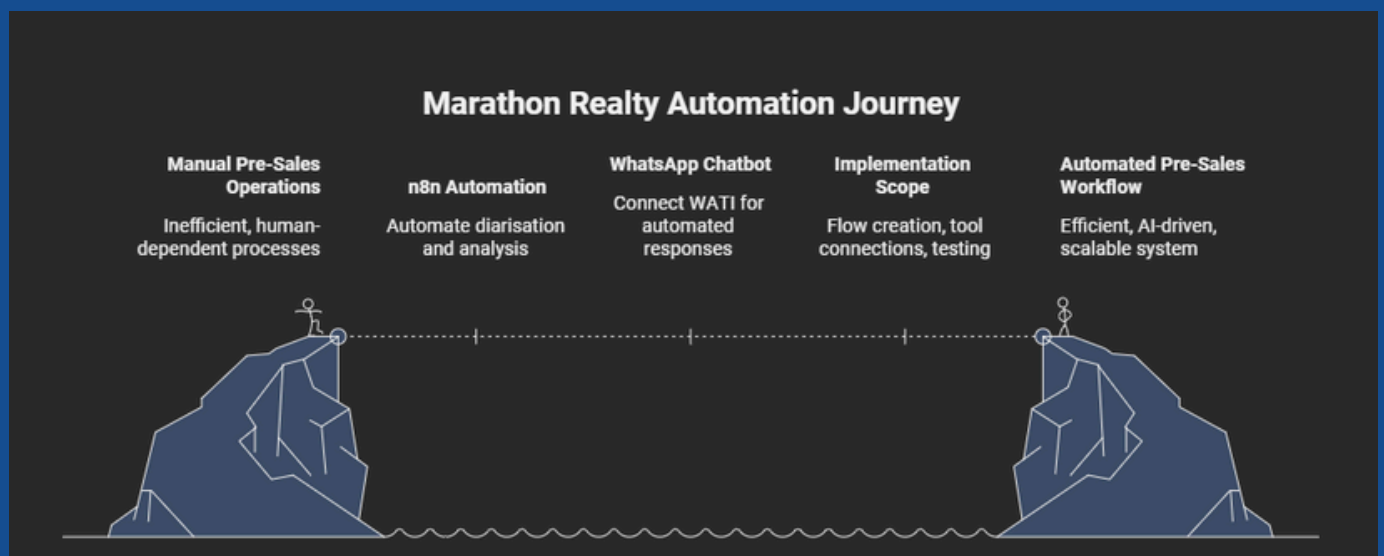
Challenges:

Prior to automation, pre-sales processes relied heavily on manual handling of call transcripts and customer communication. This resulted in operational delays, inconsistent follow-ups, limited analytical insights, and scalability constraints as inquiry volumes grew.

Solution Architecture:

n8n Pre-Sales Automation: An end-to-end automation workflow was built using n8n to handle pre-sales call transcripts. The system automated diarisation, applied AI-based transcript analysis, structured data outputs, and underwent extensive testing and troubleshooting. Zaplead Solutions completed approximately 98% of the workflow prior to handoff.

WhatsApp Chatbot Integration (WATI + n8n):

Zaplead Solutions integrated WATI with n8n to create a WhatsApp chatbot with both backend logic and frontend conversational flows. This enabled automated responses, intelligent routing, and seamless customer engagement.

Implementation Scope
• Workflow and system architecture design
• Tool integrations and automation setup
• Prompt engineering and AI logic configuration
• End-to-end testing and troubleshooting
• Optimization for scalability and reliability
• Structured handoff for future expansion

Outcomes & Impact
The automation initiative delivered tangible operational improvements, including reduced manual workload, faster customer response times, structured and analyzable pre-sales data, and a scalable communication infrastructure. The new system enabled Marathon Realty to transition from manual processes to an AI-driven, automation-first workflow.

Key Takeaway
Through intelligent automation and workflow design, Zaplead Solutions helped Marathon Realty achieve a more efficient, scalable, and data-driven pre-sales operation—laying the foundation for long-term operational excellence.