

Client Brief

AI-Powered Lead Intelligence & CRM Orchestration System
GoHighLevel + n8n + AI/LLM + REST APIs + Webhooks + JavaScript

PORTFOLIO CLIENT BRIEF

CRM + AI

PRODUCTION TESTED

Client Scenario

Client: Elevate Growth Agency	Engagement: AI lead intelligence + CRM orchestration
Industry: Marketing / growth services	Primary CRM: GoHighLevel
Business Challenge Incoming leads from Facebook and the website were captured in GHL, but qualification and prioritization still required manual review. The team needed faster visibility into lead intent, service fit, buying readiness, urgency, and next-best action without replacing the existing CRM.	Project Objective Extend GoHighLevel with an external AI intelligence layer in n8n that validates lead data, produces structured qualification signals, applies deterministic scoring, writes intelligence back to GHL, and lets native GHL workflows handle downstream sales routing.

Scope of Work

• GHL Workflow 01A: capture discovery-form submissions and send leads to the n8n production webhook. • n8n Workflow 01B: normalize, validate, AI-qualify, validate AI output, score, classify, and enrich the GHL contact. • GHL Workflow 02: react to AI Lead Priority changes and execute native Hot / Warm / Cold routing.	• AI intelligence fields: intent, service fit, buying readiness, budget fit, urgency, summary, recommended action, score, priority. • Guardrails: invalid lead branch and invalid AI-output branch with staff Gmail alerts. • CRM-native actions: tags, opportunity stage changes, tasks, nurture routing, and internal notifications.
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Success Criteria

1. Automated Intelligence Every valid lead receives structured AI qualification and a deterministic 0-100 score.	2. Visible CRM Enrichment Sales staff can see the AI summary, recommended action, score, and priority directly inside GHL.
3. Native Priority Routing Hot, Warm, and Cold classifications trigger the correct GHL-native tags, stages, tasks, and alerts.	4. Production Reliability The end-to-end flow runs from form submission through GHL -> n8n -> GHL without manual execution.

Deliverables & Architecture

Expected Deliverables Configured GHL intake and routing workflows; production n8n enrichment workflow; AI Lead Intelligence custom fields; deterministic scoring and priority logic; exception alerting paths; validated Hot and Warm production tests; evidence screenshots and portfolio documentation.	Architecture Principle GHL manages the CRM; n8n makes the CRM smarter. n8n owns reasoning, validation, scoring, and enrichment while GHL remains the operational system of record for contacts, opportunities, tasks, tags, and lifecycle automation.
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