

What's Inside This Guide

Agentra AI builds practical automation systems, not disconnected tools. Your website captures interest, and four AI automations take it from there — following up, booking, supporting and protecting your reputation, all sharing the same data. This guide walks through each piece in detail: what it does, how it works, and what it plugs into.

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**Custom Website**
The front door for every visitor — design, hosting, pages, integrations and domain, built as one connected system.
- 02

**Lead Follow-Up AI**
Reads every new lead and replies in minutes with a personalized SMS and email.
- 03

**Appointment Setter AI**
Checks availability and books meetings straight into the calendar, no back-and-forth.
- 04

**Customer Support AI**
Answers customer questions instantly, day or night, and knows when to bring in a human.
- 05

**Review & Reputation AI**
Requests reviews automatically and watches your reputation across the web.

How This Guide Is Organized

Every automation on the following pages is broken down the same way, so they're easy to compare and easy to come back to.

How It Works

A step-by-step workflow diagram showing the trigger, the AI decision point, and every action that follows.

Where It Plugs In

The specific tools and platforms each automation connects to — your CRM, calendar, phone number, and inbox.

Why It Matters

The concrete business outcome each automation is built to produce, in plain terms.

Your Custom Website

The website is where every automation begins. It's the front door that turns visitors into leads, and every form or chat widget on it feeds straight into the four automations that follow.

What's Included

- **Design**
A custom layout built around your services and audience — not a generic template. Fully responsive across desktop, tablet and mobile.
- **Hosting**
Fast, secure hosting managed end to end, with SSL included, so the site stays online and loads quickly for every visitor.
- **Pages**
Core pages built out — Home, Services, About, Contact and more — each written to turn a visit into a lead.
- **Integrations**
Every form, chat widget and booking button is wired directly into the four automations, so nothing needs re-entering by hand.
- **Domain**
Your domain is connected and configured, so the whole system lives under your own web address from day one.

How It Comes Together

From first conversation to a live, connected site.



In Practice

A visitor searches for the service on their phone, lands on the homepage, and fills out the contact form while waiting for coffee. That single submission is the trigger — it lands straight in the CRM and hands off to Lead Follow-Up AI on the next page, with no one at the business lifting a finger yet.

One System, Working Together

The website and the four automations aren't separate tools bolted together — they share the same data. A lead captured on the site flows automatically through follow-up, booking, support and reputation management, with nothing re-entered by hand at any step.



Built On n8n

Every automation runs on the same no-code foundation, so new steps or triggers can be added later without rebuilding what already works.

One Source Of Truth

Every lead, booking, conversation and review lands in the same CRM and dashboard, so there's always one clear record of what happened and when.

A Lead's Journey, Start To Finish

A prospect fills out the contact form on a Tuesday evening. Lead Follow-Up AI replies within moments with a personalized text. The next morning, they ask about availability in the same conversation, and Appointment Setter AI books them in for Friday. A question comes up beforehand about parking, and Customer Support AI answers it instantly over WhatsApp. After the appointment, Review & Reputation AI sends a thank-you message — and a five-star review follows by that evening. Every step of that journey is logged automatically in the same shared dashboard, without a single manual handoff.