

IT Consultancy Automation

Automated lead capture, AI scoring, and CRM nurturing for IT service businesses

Zapier · Webhooks · HubSpot · GPT-4o Mini

Type	Portfolio Project
Problem	IT businesses receiving leads with no system to qualify or follow up automatically
Solution	Webhook-triggered pipeline that scores leads with AI and routes them in HubSpot
Tools	Zapier, Webhooks, HubSpot CRM, GPT-4o Mini
Outcome	Zero-touch lead triage — hot leads flagged instantly, warm/cold auto-nurtured

The Problem

IT consultancy businesses receive inquiries through their website but have no automated way to qualify or prioritize leads. Hot prospects get the same slow response as cold ones — resulting in missed deals and time wasted on low-intent inquiries.

How The System Works

- 01 Capture:** A custom webhook receives every form submission and fires the data into Zapier instantly
- 02 AI Scoring:** GPT-4o Mini reads urgency, budget signals, and service fit — assigns a Hot, Warm, or Cold score
- 03 CRM Entry:** Zapier creates or updates a HubSpot contact with the lead score and inquiry details automatically
- 04 Routing:** Hot leads are flagged for immediate outreach. Warm/Cold leads enter targeted nurture sequences with full email tracking

Possible Upgrades

- Score-triggered re-routing — Cold lead re-engages, score updates, new Warm sequence fires automatically
- Auto-create a HubSpot deal for every Hot lead, pre-filled with estimated contract value based on inquiry type
- Weekly sales digest emailed to the team: lead volume, score breakdown, and open/click rates by sequence

Best For

- **Small Business** — Lead capture + email follow-ups + HubSpot contact log
- **Medium Business** — Multi-stage nurture, score-based branching, sales team alerts
- **Large Enterprise** — Multi-region routing, territory assignment, deal pipeline, analytics dashboard

Tech Stack

Zapier	Webhooks	HubSpot CRM
GPT-4o Mini	Email Sequences	Lead Scoring

Lance Montiage

Developer · Automation

Yuki QualiLead Generation

AI-powered lead qualification from Systeme.io funnels, routed and tracked in HubSpot via n8n

n8n · HubSpot · Systeme.io · GPT-4o Mini

Type	Portfolio Project
Problem	Leads from Systeme.io funnels had no automated qualification or CRM tracking
Solution	n8n webhook pipeline scores submissions with GPT-4o Mini and routes results to HubSpot
Tools	n8n, HubSpot CRM, Systeme.io, GPT-4o Mini
Outcome	Instant Hot lead alerts, structured follow-up sequences, live pipeline visibility

The Problem

Businesses using Systeme.io funnels often have no connection between their form submissions and their CRM. Leads pile up without being scored or followed up — and the owner has no live view of pipeline quality.

How The System Works

01 Form Submission: Prospect fills a Systeme.io form — n8n webhook receives the submission instantly

02 AI Qualification: GPT-4o Mini evaluates intent signals, form responses, and lead fit — scores as Hot, Warm, or Cold

03 CRM Logging: HubSpot contact created automatically with AI score, form data, and source funnel logged

04 Routing: Hot leads trigger an immediate client notification. Warm leads enter a structured HubSpot follow-up sequence

Possible Upgrades

- Real-time Slack or SMS alerts when a Hot lead comes in — includes lead details and one-click link to their HubSpot record
- VA-facing HubSpot dashboard showing pipeline status, score distribution, and sequence conversion rates
- A/B sequence testing — two follow-up tracks run in parallel to find which converts Warm leads better

Best For

- **Small Business** — Form scoring + email follow-ups + basic HubSpot tracking
- **Medium Business** — Slack/SMS hot alerts, multi-stage sequences, VA pipeline dashboard
- **Large Enterprise** — Multi-funnel routing, territory assignment, full analytics and A/B testing

Tech Stack

n8n	Systeme.io	HubSpot CRM
GPT-4o Mini	Webhook Triggers	Email Sequences

Lance Montiage

Developer · Automation

Enterprise AI Recruitment

Automated candidate screening, AI scoring, and instant response system for hiring teams

[Google Forms](#) · [Zapier](#) · [HubSpot](#) · [GPT-4o Mini](#)

Type	Portfolio Project
Problem	HR teams manually reviewing every application — slow, inconsistent, poor candidate experience
Solution	Google Forms submission triggers GPT-4o Mini scoring, auto-sends responses, logs all in HubSpot
Tools	Google Forms, Zapier, HubSpot CRM, GPT-4o Mini
Outcome	Qualified candidates get instant congratulations, unqualified get warm rejection, edge cases flagged

The Problem

Hiring teams spend enormous time manually reading every application — even obviously unqualified ones. Strong candidates wait days for a response while HR is buried in volume. There's no consistent scoring and no respectful experience for candidates who don't make it through.

How The System Works

- 01 Application:** Candidate submits their application via Google Form — Zapier webhook fires instantly
- 02 AI Evaluation:** GPT-4o Mini scores the candidate against role requirements — evaluating experience, skills, and availability
- 03 Qualified Path:** Strong candidates receive an automated congratulations email and HR is notified immediately
- 04 Unqualified Path:** Candidates who don't meet the bar receive a warm, on-brand rejection that protects candidate experience
- 05 Edge Cases:** Borderline candidates are flagged for manual HR review — no strong candidate slips through automatically
- 06 CRM Logging:** Every candidate, score, and outcome is logged in HubSpot for full pipeline visibility

Possible Upgrades

- Auto-send a Calendly scheduling link to top-tier candidates immediately after the congratulations email
- Instant Slack notification to the hiring manager when an A-tier applicant is detected, with a GPT-generated qualification summary

- 30-day re-engagement drip for borderline candidates — held in a pool and contacted when a relevant new opening is posted

Best For

- **Small Business** — Automated screening + response emails for a single job posting
- **Medium Business** — Multi-role triage, Slack hiring alerts, Calendly interview scheduling
- **Large Enterprise** — High-volume processing, ATS integration, department routing, multi-stage candidate journeys

Tech Stack

Google Forms	Zapier	HubSpot CRM
GPT-4o Mini	Email Automation	Candidate Scoring

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