



AUTOMATING LEAD FOLLOW-UP FOR BAEM JIU JITSU

How I helped Baem Jiu Jitsu, a martial arts school, automate lead follow-up and save hours of manual work every week.

THE CHALLENGE



Limited Availability

Denney's busy schedule meant missed calls and lost opportunities. Manually following up took hours each week and pulled him away from running the school.



Missed call opportunities

Missed calls meant lost opportunities to connect with new prospects and sign them up for trials



Manual follow-up process

Denney had to spend hours each week manually following up with missed call prospects, taking time away from running the business

Denney's busy schedule and inability to respond to all incoming calls was causing lost opportunities and inefficient lead follow-up, requiring a solution to automate the process.

THE SOLUTION

AI Chatbot with Chatbase

Developed an AI-powered chatbot using Chatbase, a conversational AI platform, that was trained on Baem Jiu Jitsu's website content to provide automated responses to inquiries.

Twilio SMS Integration

Integrated the chatbot with Twilio, a cloud communications platform, to enable the chatbot to send and receive text messages from prospects.

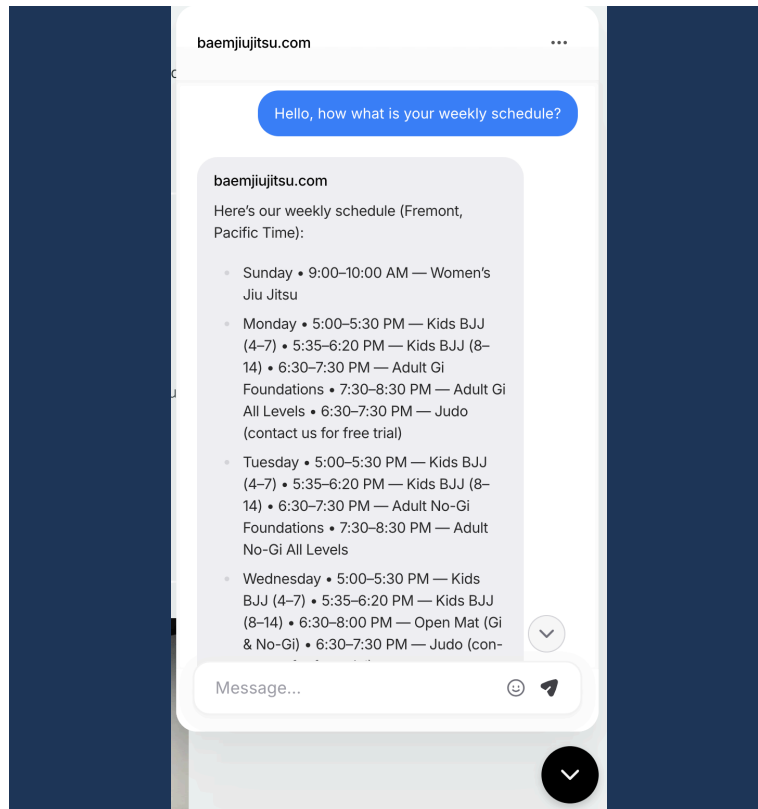
Zapier Workflow Automation

Utilized Zapier, an integration platform, to handle the entire workflow of the missed call automation (Missed Call → Twilio → Chatbase → SMS Reply).

Missed Call Follow-Up

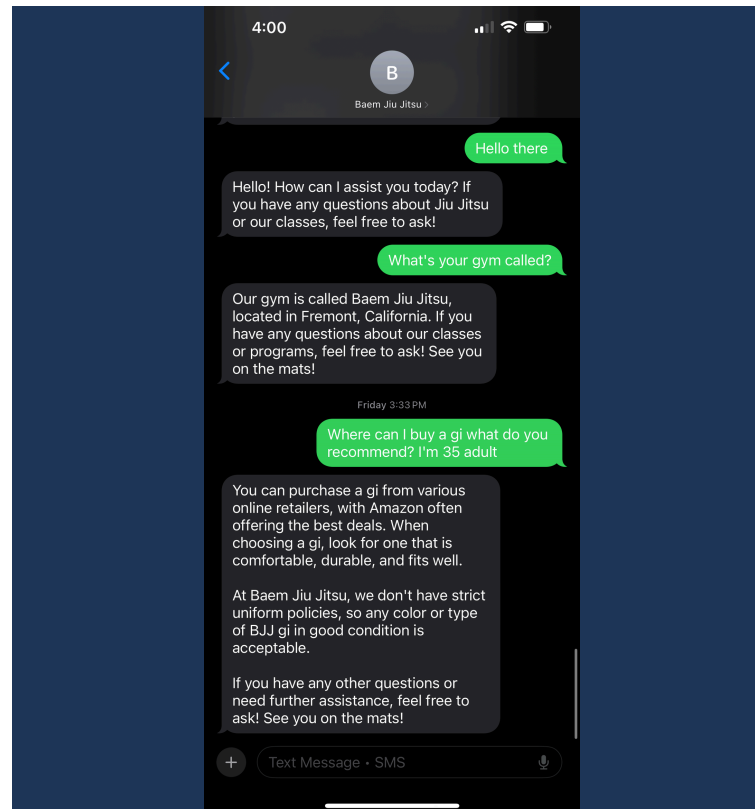
Implemented a missed call automation system that triggers an instant text message reply to every missed call, routing the prospect to the AI-powered chatbot for further assistance.

REAL CHAT TRANSCRIPT + WORKFLOW



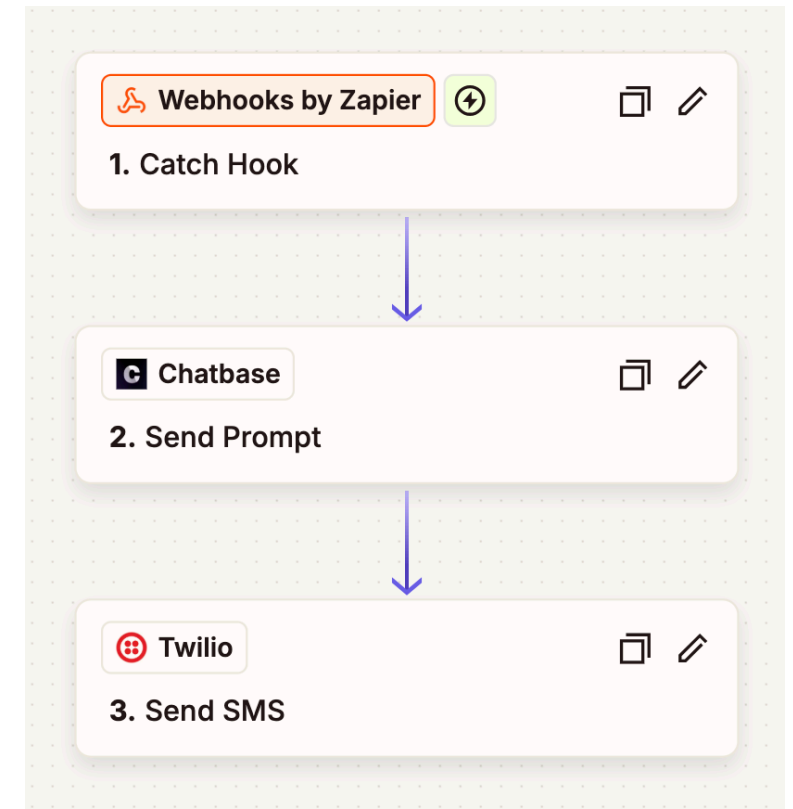
Website Chatbot Conversation

Prospects get instant answers about class schedules and trial classes.



SMS Conversation

Two-way texting keeps prospects engaged 24/7



Zapier Workflow

Automated flow connects Twilio + Chatbase to follow up with every missed call.

THE RESULTS

Immediate Responses

Prospects receive replies within seconds to their inquiries, eliminating long delays.

24/7 Availability

The chatbot is available 24/7 to answer questions and guide prospects.

Significant Time Savings

Denney now saves several hours each week that were previously spent manually following up with prospects.

Improved Lead Management

Every missed call now receives an automated follow-up, ensuring no opportunity is lost.

**“THERE ARE CORE THINGS I NEED TO HANDLE
AS THE BUSINESS OWNER — BUT I SIMPLY
DON'T HAVE THE TIME. THIS SYSTEM GAVE
ME BACK HOURS EVERY WEEK.
- COACH DENNEY CHOI, BAEM JIU JITSU”**