

# 01 Voice Lead

# Qualification Agent

AI-Powered Outbound Voice Calls Using n8n · Vapi.ai · OpenAI · Google Sheets

#VoiceAI · #LeadQualification · #n8n · #Vapi.ai

**100+**

Leads / Week

**60 hrs**

Build Time

**1 Engineer**

Resource

# A fully autonomous lead qualification engine.

**The Voice Lead Qualification Agent** is a fully automated n8n workflow that reads new leads from Google Sheets, generates a personalised Vapi.ai voice script, places outbound AI calls, and classifies each lead as Hot, Warm, Cold, or Not Reachable — without any human intervention.

Every call is powered by **OpenAI GPT** for intelligent call summary analysis. The full transcript and final lead status are automatically written back to Google Sheets — giving sales teams real-time, prioritised lead intelligence with zero manual effort.

# Challenges

Before this automation, sales teams faced these critical bottlenecks:

## 01

### **Manual, Repetitive Calling**

Reps spent hours manually dialling each new lead — with no scalable process and no consistent outcome tracking.

## 02

### **Generic, Context-Free Scripts**

All calls used the same template regardless of the lead's background, reducing engagement and conversion potential.

## 03

### **No Structured Qualification**

Without a clear framework — Hot, Warm, Cold, Not Reachable — the pipeline had poor visibility and missed priorities.

## 04

### **Zero Transcript Capture**

Call outcomes were rarely documented. There was no searchable record, no follow-up data, and no AI-assisted review.

# OBJECTIVES

What this automation was built to achieve

- 01 Automate lead outreach** directly from Google Sheets, eliminating manual triggering entirely
- 02 Generate personalised scripts** for every lead using Vapi.ai, tailored to their name, product and history
- 03 Place AI outbound voice calls** at scale via Vapi.ai POST /call — fully hands-free, continuously
- 04 Analyse call outcomes with OpenAI** to classify each lead as Hot, Warm, Cold, or Not Reachable automatically
- 05 Eliminate qualification overhead** for sales reps, freeing them to focus only on hot, conversion-ready leads
- 06 Store transcripts + status in Sheets** in real time, creating a full searchable record of every AI call made

# How the automation works — fully autonomous, zero human input

- 01 Schedule Trigger**

The workflow fires automatically on a set time interval. No manual action is required to initiate outbound calls.
- 02 Get Lead + Filter Node**

Reads all rows from Google Sheets. Only leads with an empty status column are passed through — no duplicate calls.
- 03 Code: Adjust Number**

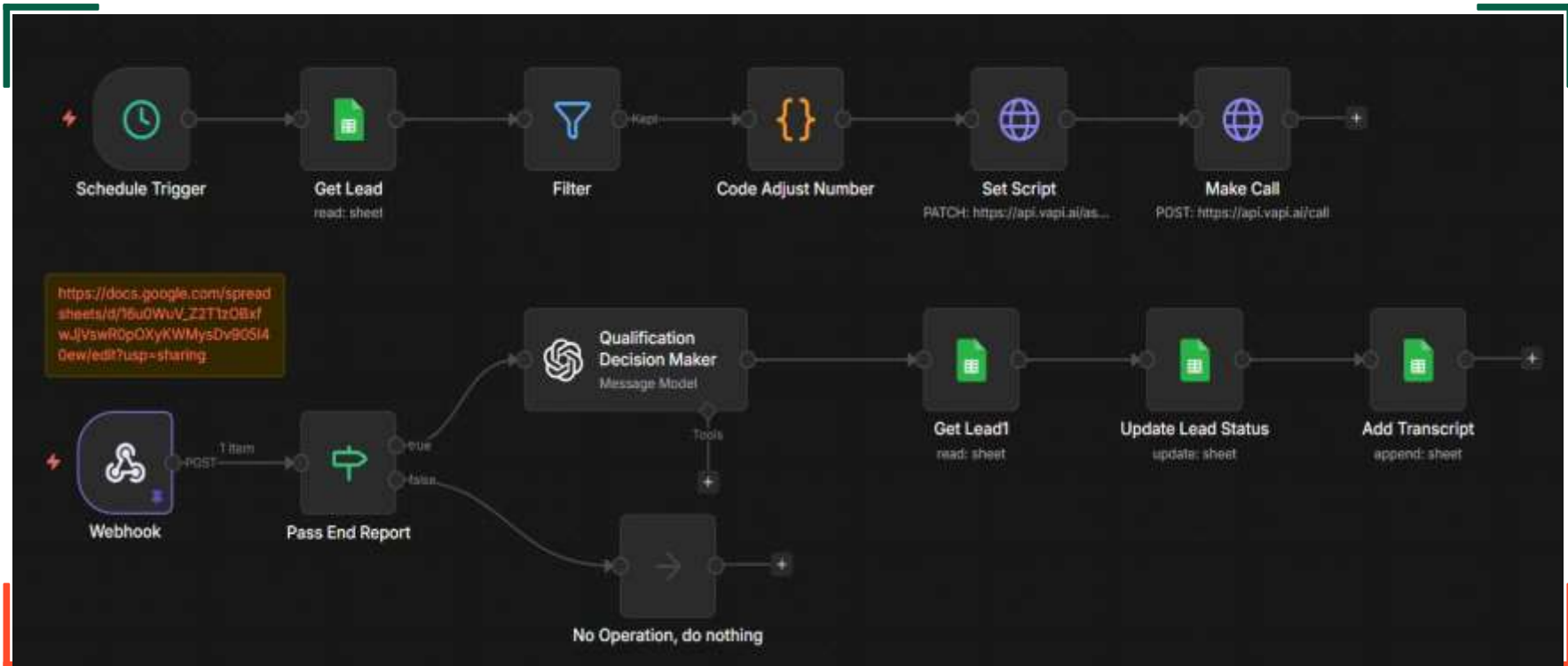
A code node formats each phone number with the correct international country code before it is sent to Vapi.ai.
- 04 Set Script (Dynamic)**

Builds a fully personalised Vapi.ai voice script using the lead's name, product interest, and CRM data.
- 05 Make Call + Webhook**

POST /call initiates the outbound AI voice call. A Webhook node captures the result and full conversation transcript.
- 06 AI Qualify + Update Sheets**

OpenAI GPT analyses the call summary. Classifies the lead: Hot / Warm / Cold / Not Reachable. Writes back to Sheets.

# Workflow Architecture



n8n · Schedule Trigger → Get Lead → Filter → Code → Set Script → Make Call → Webhook → AI Qualify → Update Sheets

<b>n8n</b>	<b>Workflow Automation Engine</b>	All logic, nodes, scheduling and routing
<b>Vapi.ai</b>	<b>AI Voice Call Platform</b>	Script injection, POST /call, call management
<b>OpenAI GPT</b>	<b>AI Analysis &amp; Classification</b>	Transcript analysis, lead scoring
<b>Google Sheets</b>	<b>Lead CRM &amp; Data Storage</b>	Source data, status updates, transcripts

## DURATION &amp; RESOURCES

# 60

**Hours**

Total engineering time to design, build and test the full workflow

# 1

**Automation Engineer**

Single specialist resource required to deliver end-to-end

# 10+

**hrs / week saved**

Ongoing engineering & coordination time freed per week

# How teams use this workflow **today**

- 01 Inbound Form → Instant Qualification**

When a new lead submits a website form, the agent calls them within minutes, qualifies their intent, and logs the result — before a human rep even reviews the notification.
- 02 Daily Pipeline Intelligence for Managers**

Sales managers begin each day with a fully updated, AI-classified Google Sheet showing all leads contacted overnight — no manual admin required.
- 03 Overnight Cold Outreach at Scale**

Upload a batch of cold leads and let the agent make qualification calls overnight, delivering a ranked, classified list by morning ready for sales action.
- 04 Scale Qualification Without Headcount**

100+ leads per week can be qualified by a single automation — replacing what would require a full team of SDRs at a fraction of the cost and time.

# Before vs **After** Automation

METRIC	BEFORE AUTOMATION	AFTER DEPLOYMENT
Time Spent on Calls	2–4 hours / day (manual)	< 5 minutes (automated)
Lead Classification	Inconsistent, subjective	Standardised via OpenAI GPT
Leads Reached / Week	20–30 (manual cap)	100+ (unlimited scale)
Script Personalisation	Generic, one-size-fits-all	100% AI-personalised per lead
Transcript Capture	Manual or not at all	Full auto-capture + Sheets sync
Sales Rep Overhead	10–15 hrs / week on calls	0 hrs — fully automated

# From new lead to qualified pipeline autonomously.



The **Voice Lead Qualification Agent** demonstrates how a single automation engineer, working 60 hours, can build a system that replaces weeks of manual SDR effort. By combining **n8n**, **Vapi.ai**, and **OpenAI GPT**, every new lead is called, evaluated and classified automatically — with full transcripts stored for review and zero sales rep time consumed.