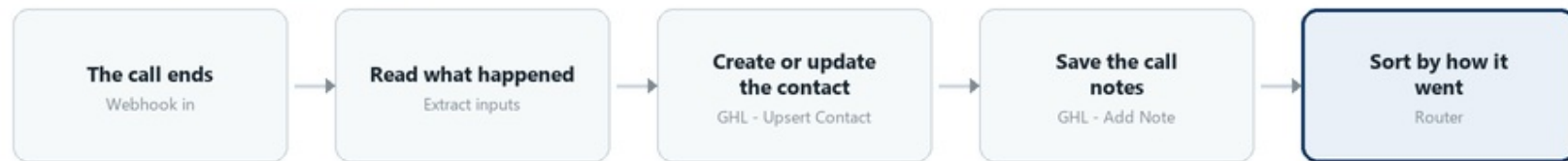


From a completed call to the next action

I built AI phone and CRM workflows during my work with Restoration Marketing Group. This diagram shows how a completed call connects to the contact record, notes, and follow-up.

What happens the second a call ends

Real names from the live scenario are under each step.



Then it splits 10 ways:

- **Booked an appointment** GHL - Tag Booked
- **Update the CRM** HTTP request
- **Not a fit** GHL - Tag Disqualified
- **Not ready yet** GHL - Tag Not Ready
- **Asked not to be called** GHL - Tag DNC
- **Went to voicemail** GHL - Tag Voicemail
- **Stopped at reception** GHL - Tag Gatekeeper
- **Hand off to the callback system** Fan-out to Scenario 3b
- + 2 more

My work

Connected VAPI agents with GoHighLevel and Make.com; configured qualification, human transfers, booking, CRM updates, and outcome-based follow-up.

The call event updates the contact and notes, then branches by outcome: booking, callback, voicemail, or do-not-call. Each outcome needs a different next step.

Tools: VAPI, GoHighLevel, Make.com, webhooks and API integrations.

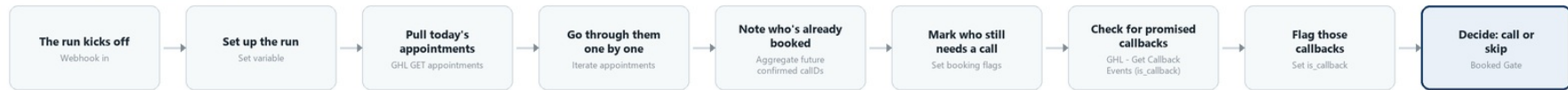
System diagram from my prior work at Restoration Marketing Group, 2025-2026.

Call routing and call-quality reporting

Sales experience informed the systems: who should be called, what happened on the call, and what the team needs to do next.

What decides who gets called today

Real names from the live scenario are under each step.



Then it splits 2 ways:

- Already booked, skip Strip op tags (booked-skip exit)
- Look up their record Data store

Outbound workflow

This design checks appointments and promised callbacks before routing records into the next step. Its purpose is to make follow-up respect what is already known in the CRM.

Call-quality reporting

I also built a workflow that transcribed and scored customer calls and produced coaching reports across partner accounts. That work combined call handling, agreed scoring criteria, and reports the team could review.

What I bring to a new team

Hands-on CRM work, an understanding of sales conversations, and experience connecting phone agents, workflow logic, and reporting. The starting point is a clear scope and an agreed way to check the result.

Christian Perales | Mexico (Remote) | English & Spanish

perales_c@ymail.com | 214-898-6352

Related experience: CRM lead routing, booking, follow-up, scheduled publishing, and workflow monitoring.