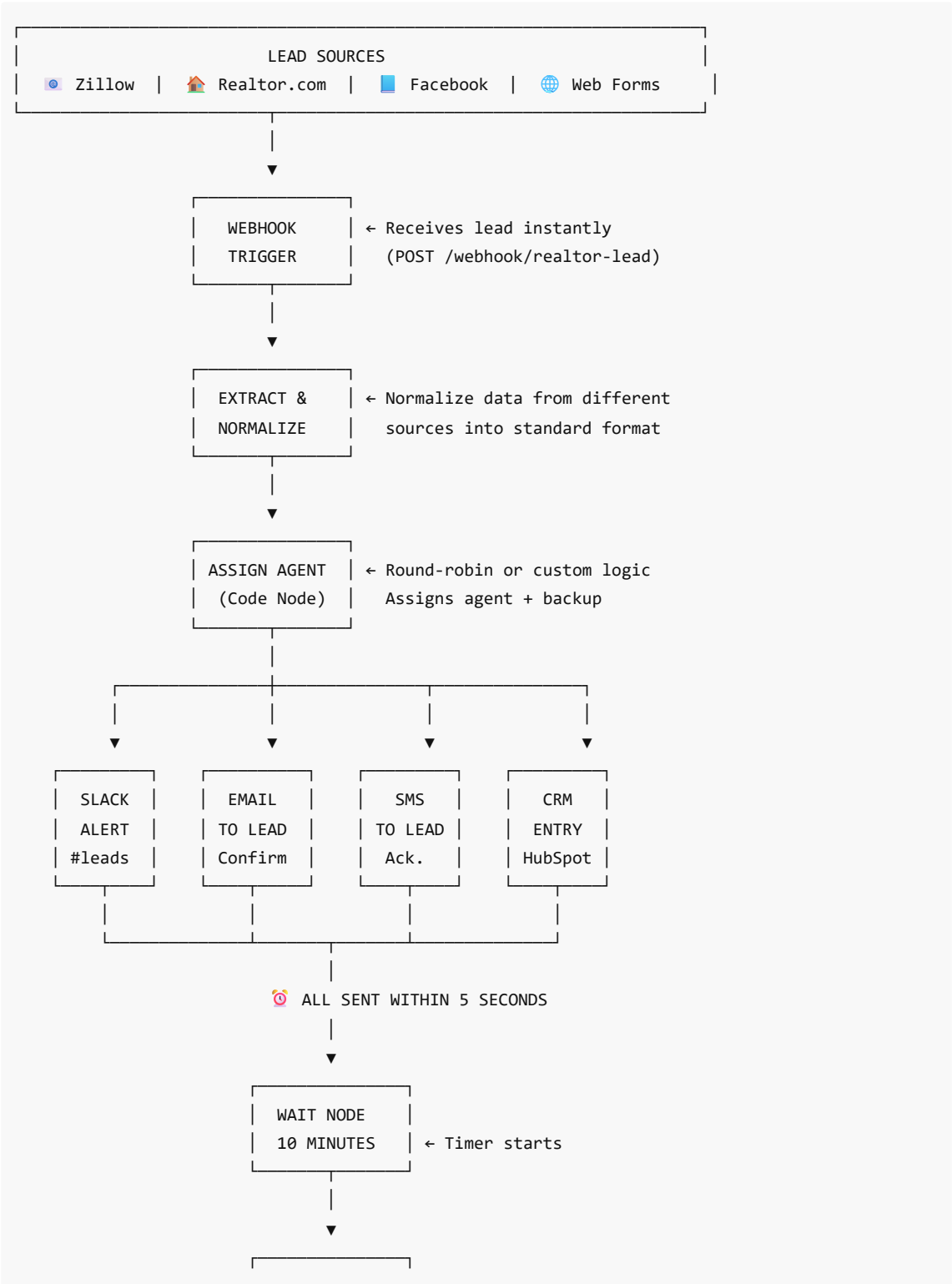
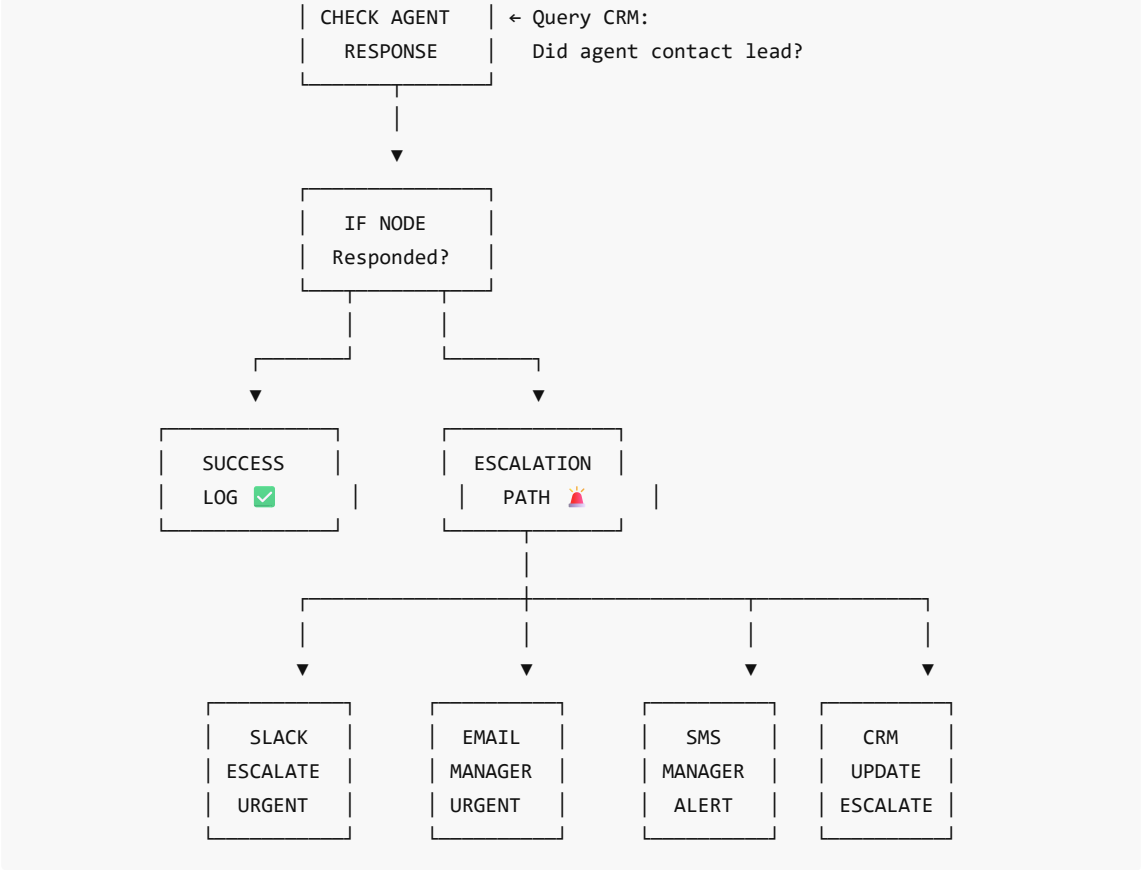


Workflow Visual Diagram

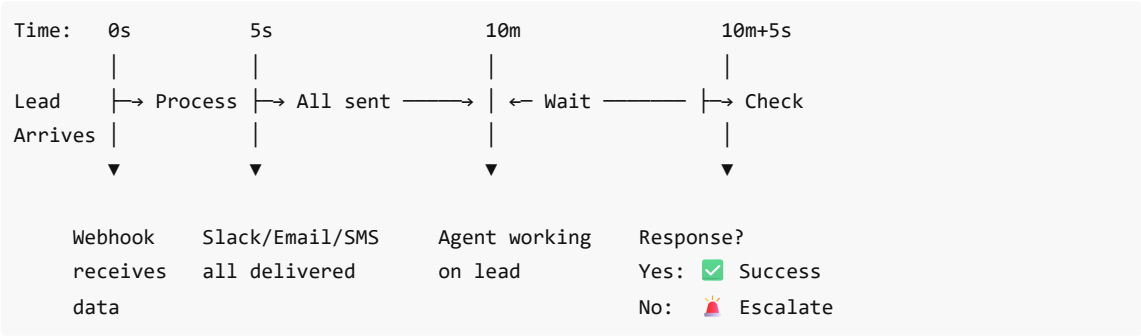
A visual representation of the Real Estate Lead Response & Escalation workflow.

Complete Flow Diagram





Timeline Visualization



Node-by-Node Breakdown

1 Lead Webhook (Entry Point)

Type: Webhook Trigger
Method: POST
Path: /webhook/realtor-lead
Response: Immediate 200 OK

Input: Raw lead data (varies by source)
Output: Standardized lead object

2 Extract Lead Data (Normalization)

Type: Set Node
Purpose: Transform different source formats into standard schema

Zillow format → Standard
Realtor.com → Standard
Facebook → Standard
Web forms → Standard

Output Fields:

- lead_name
- lead_email
- lead_phone
- property_interest
- lead_source
- timestamp
- lead_id

3 Assign Agent (Logic Hub)

Type: Code Node (JavaScript)
Logic: Round-robin assignment

Inputs:

- Lead data
- Agent pool (configurable)

Outputs:

- assigned_agent_name
- assigned_agent_email
- assigned_agent_phone
- assigned_agent_slack
- backup_agent_* (same fields)

4 Parallel Notifications (4 simultaneous actions)

A. Slack Alert

Type: Slack Node
Channel: #leads (configurable)
Message: Formatted alert with all lead details
Mentions: @assigned_agent

B. Email to Lead

Type: Email Send Node
To: Lead's email
From: Agent's email

Subject: "Thank you for your inquiry!"
Body: HTML template with agent details

C. SMS to Lead

Type: HTTP Request (Twilio API)
To: Lead's phone
From: Company number
Message: "Agent will call in 5 min"

D. CRM Entry

Type: HTTP Request (HubSpot/Salesforce API)
Operation: Create Contact
Fields: All lead data + agent assignment

5 Wait Node (Timer)

Type: Wait
Duration: 10 minutes
Behavior: Pauses workflow execution

6 Check Agent Response (Verification)

Type: Code Node
Purpose: Query CRM for contact status

Logic:

1. Fetch contact record from CRM
2. Check if status = "contacted"
3. Return boolean: agent_responded

⚠️ Default is MOCK - must replace with real CRM query!

7 IF Node (Decision Point)

Type: IF Node
Condition: agent_responded == true

True Branch → Log success, end workflow
False Branch → Trigger escalation

8 Success Path (True Branch)

Type: Set Node
Output: Success log entry
Next: End workflow

9 Escalation Path (False Branch)

A. Prepare Escalation Data

```
Type: Set Node
Adds:
- escalation_reason
- escalation_timestamp
- status = "escalated"
```

B. Slack Escalation Alert

```
Type: Slack Node
Channel: #leads
Message: 🚨 URGENT - agent didn't respond
Mentions: @backup_agent + @original_agent
Priority: High
```

C. Email Manager

```
Type: Email Send
To: Manager/backup agent
Subject: 🚨 URGENT: Escalated Lead
Body: Full timeline + lead details
Background: Warning color
```

D. SMS Manager

```
Type: HTTP Request (Twilio)
To: Manager's phone
Message: Urgent - immediate action required
```

E. Update CRM

```
Type: HTTP Request
Operation: PATCH contact
Fields:
- status = "escalated"
- reassigned_to = backup_agent
- escalation_reason
```

Data Flow Example

Example lead through the system:

Input (Zillow webhook):

```
{
  "leadId": "ZILLOW-12345",
```

```
"firstName": "John",
"lastName": "Smith",
"email": "john@example.com",
"phone": "555-1234",
"listingAddress": "123 Main St",
"message": "Interested in viewing this weekend"
}
```

After Extraction:

```
{
  "lead_name": "John Smith",
  "lead_email": "john@example.com",
  "lead_phone": "555-1234",
  "property_interest": "123 Main St",
  "lead_source": "zillow",
  "lead_id": "ZILLOW-12345",
  "timestamp": "2024-01-15T14:30:00Z"
}
```

After Agent Assignment:

```
{
  // Previous fields +
  "assigned_agent_name": "Sarah Johnson",
  "assigned_agent_email": "sarah@realty.com",
  "assigned_agent_phone": "+1234567890",
  "assigned_agent_slack": "@sarah",
  "backup_agent_name": "Manager Name",
  "backup_agent_email": "manager@realty.com",
  // ...etc
}
```

After Response Check (No Response):

```
{
  // Previous fields +
  "agent_responded": false,
  "check_timestamp": "2024-01-15T14:40:00Z"
}
```

After Escalation:

```
{
  // Previous fields +
  "status": "escalated",
  "escalation_reason": "No response from Sarah Johnson after 10 minutes",
}
```

```
"escalation_timestamp": "2024-01-15T14:40:05Z"
}
```

Connection Map

Node Name	Connections To	
Lead Webhook	→	Extract Lead Data
Extract Lead Data	→	Assign Agent
Assign Agent	→	Slack Alert
	→	Email to Lead
	→	SMS to Lead
	→	Create CRM Contact
Slack Alert	→	Wait 10 Minutes
Email to Lead	→	Wait 10 Minutes
SMS to Lead	→	Wait 10 Minutes
Create CRM Contact	→	Wait 10 Minutes
Wait 10 Minutes	→	Check Agent Response
Check Agent Response	→	Agent Responded? (IF)
Agent Responded? (IF)		
├ True Branch	→	Log Success → END
└ False Branch	→	Prepare Escalation
Prepare Escalation	→	Slack Escalation Alert
	→	Email Manager
	→	SMS Manager
	→	Update CRM (Escalated)
All Escalation Nodes	→	END

Execution Time Estimates

Stage	Time
Webhook → Extract	<1 second
Extract → Assign	<1 second
Assign → All Notifications Sent	2-5 seconds
Wait Timer	10 minutes
Response Check	1-3 seconds
Escalation (if needed)	3-5 seconds
TOTAL (Normal)	10 min 10 sec

TOTAL (Escalated)	10 min 15 sec
--------------------------	----------------------

Error Handling

Each node can fail. Here's the safety net:

ERROR TRIGGER
(Separate workflow - optional)

Catches ANY node failure

- └ Logs error details
- └ Sends Slack alert to #tech
- └ Emails admin

Node-Level Error Handling:

- **Slack fails?** → Workflow continues (other notifications still sent)
- **Email fails?** → Workflow continues
- **SMS fails?** → Workflow continues
- **CRM fails?** → Workflow continues
- **All fail?** → Error Trigger catches it

Set `continueOnFail: true` for non-critical nodes.

Optimization Points



Performance Boosters

1. Parallel Execution

- All 4 notifications run simultaneously
- Saves 10-15 seconds vs sequential

2. Smart Wait Node

- Uses n8n's built-in wait mechanism
- Doesn't block other workflows
- No server resources used during wait

3. Minimal Data Transfer

- Only essential fields passed between nodes
- Reduces memory footprint



Accuracy Improvements

1. Response Check Enhancement

- Query CRM API directly
- Check for "contacted" status
- Verify timestamp within 10-min window

2. **Advanced Agent Assignment**

- Check agent working hours
- Territory-based routing
- Skills matching

3. **Lead Scoring**

- Add AI node for priority scoring
- Route high-value leads differently
- Adjust response time targets

Customization Points

Easy Customizations

1. **Change Timer:** Edit Wait node (5 min? 15 min?)
2. **Add/Remove Agents:** Edit Code node agent array
3. **Change Channels:** Edit Slack node settings
4. **Customize Messages:** Edit message templates in nodes

Medium Customizations


1. **Different CRM:** Replace HTTP Request with different API
2. **Add Database:** Insert logging nodes
3. **Add Analytics:** Create dashboard workflow
4. **Multi-language:** Add translation node

Advanced Customizations

1. **AI Lead Scoring:** Add OpenRouter node
2. **Calendar Integration:** Check agent availability
3. **Predictive Routing:** ML-based agent assignment
4. **Voice Calls:** Add Twilio voice API

Mobile View (Slack Notifications)

What agents see on their phones:

#leads
 NEW LEAD - Respond in 5 min!
Lead: John Smith
Phone: 555-1234
Email: john@example.com
Interest: 123 Main St
Source: Zillow
Assigned to: @sarah
Time: 2:30 PM

... 10 minutes later (if no response) ...

#leads

URGENT: ESCALATED

Lead: John Smith
Phone: 555-1234

@sarah did not respond!

NOW ASSIGNED TO: @manager

ACTION REQUIRED: Call now!

Success Metrics Dashboard (Add-on)

Track these KPIs:

LEAD RESPONSE DASHBOARD

Today's Leads: 23

Avg Response Time: 3.2 minutes

Escalations: 2 (8.7%)

Top Sources:

1. Zillow

- 12 leads (52%)

2. Website

- 7 leads (30%)

3. Facebook

- 4 leads (17%)

Agent Performance:

1. Sarah

- 8 leads, 2.1m avg

2. Mike

- 7 leads, 4.5m avg

3. Lisa

- 6 leads, 3.8m avg

This visual guide helps you understand exactly how leads flow through your system and where to customize!