

FEATURED IMPLEMENTATION CASE STUDY

Omnichannel AI, Predictive Booking & Smart Check-In

Client implementation: Centre Pucci



I owned the full account journey—from sales and account acquisition through discovery, workflow mapping, onboarding, implementation, launch and enablement.

I then designed a bilingual ecosystem combining Conversation AI, Voice AI, predictive grooming logic across 34 booking URLs, Smart Check-In and CRM automation—built to be easy to understand, valuable in daily operations and simple to adopt.

LIVE BUILD

[Predictive Grooming Booking](#) | [Smart Check-In](#) | [Check-In Dashboard](#)

Dashboard access PIN: 1234

Target relevance: Implementation Specialist | Technical Account Manager

Systems: GoHighLevel, Conversation AI, Voice AI, Cloudflare Workers, APIs/webhooks, CRM pipelines, calendars, custom fields, tags, SMS workflows and HTML/CSS/JavaScript

PROJECT OVERVIEW

AI-assisted intake, predictive booking and check-in—one connected layer

The operational challenge

Requests arrived through web chat, SMS, social messages and phone calls. Grooming selection depended on dog characteristics, service eligibility, staff skill, duration and capacity, while arriving customers needed a simple way to reach the right employee without notifying the entire team.

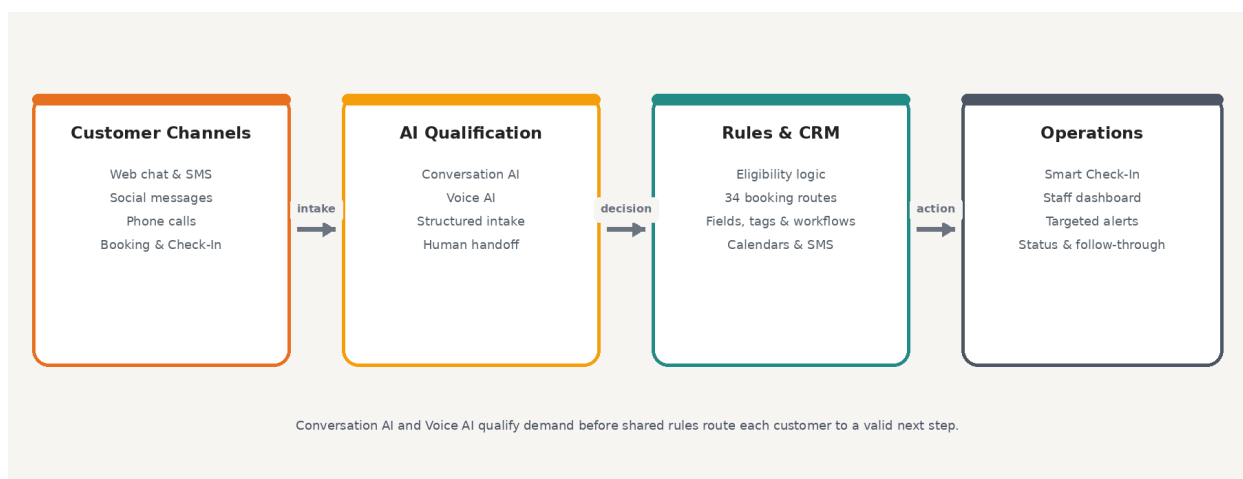
Conversation AI and Voice AI

- **Conversation AI:** Handles bilingual web chat, SMS and social messages; asks qualification questions, captures structured customer and dog details, applies service rules and hands complex cases to staff.
- **Voice AI:** Handles calls one question at a time, captures the same required details, creates a structured CRM summary and triggers the correct follow-up or human handoff.
- **Shared intelligence:** Both channels use consistent eligibility boundaries and routing logic so customers receive a valid next step without the AI guessing or overpromising.

Connected implementation

- **Predictive booking:** A mobile-first grooming selector that gathers required inputs, applies service and staff rules, then routes the customer to the correct one of 34 booking URLs.
- **Smart Check-In:** A bilingual QR/tablet experience for grooming, daycare/boarding and retail/assistance arrivals, connected to operational routing and a live staff dashboard.
- **CRM automation:** GoHighLevel stores AI, booking and check-in details in custom fields, applies tags, advances pipeline stages and triggers customer or staff follow-up.

System architecture



The system separates customer intake, decision logic, CRM/calendar execution and frontline operations.

PREDICTIVE BOOKING IMPLEMENTATION

Turn complex grooming rules into the correct booking path

The selector is predictive in an operational sense: it uses customer inputs and configured business rules to narrow a complex service catalogue into the safest valid booking route. Rules run before availability, and the system does not guess when required information is missing.

Inputs captured across booking, Conversation AI and Voice AI

- **Customer and dog:** Language, customer name, dog name, breed and size.
- **Service conditions:** Coat type, behaviour, knots or matting, requested service and Regular versus Quick Service eligibility.
- **AI qualification:** New or returning client, requested service, preferred date/time and daycare or boarding dates. Voice AI asks one question at a time and both AI channels save a structured summary to the CRM.
- **Assignment preference:** The customer may choose a specific groomer or allow the system to find the first valid available option.

Decision and routing logic

- **34 destination URLs:** Mapped service-specific routes for ear cleaning, nail trimming, trims, Wash & Brush variants, Full Grooming variants and prolonged-duration services across sizes and coat types.
- **Service eligibility:** Short-haired and double-coated dogs cannot select Full Grooming and are redirected to an appropriate Wash & Brush path; special breed cases are handled explicitly.
- **Staff constraints:** Applied groomer schedules, end-of-shift timing, size-based duration, daily capacity, breed restrictions and service limitations before exposing availability.
- **AI-assisted routing:** Conversation AI and Voice AI apply the same eligibility boundaries: anxious or aggressive dogs stay on Regular timing, unsupported combinations receive a safe fallback, and complex or pricing requests transfer to staff.

Concurrency problem solved

Quick nail-clips were initially assigned to grooming calendars, so a five-minute service could incorrectly block a full grooming appointment. I isolated those bookings into a dedicated Quick Service calendar with zero buffer and controlled per-slot capacity, then added client confirmation and staff-notification workflows.

AI CHANNEL DESIGN

Conversation AI manages web chat, SMS and social messages; Voice AI manages calls. Both capture structured context, follow the same rules and transfer uncertainty to a person.

ACCOUNT OWNERSHIP, ADOPTION AND LAUNCH

Own the journey—not just the configuration

My responsibility extended across the full customer lifecycle: acquiring the account, uncovering the operational problem, mapping the solution, onboarding the client, implementing the system and making it easy for staff and customers to use.

End-to-end account journey

- **Sales and discovery:** Won the client relationship, led discovery and translated business goals, customer pain points and frontline constraints into a clear implementation scope.
- **Map and onboard:** Documented customer journeys, service rules, staff roles and exception paths; gathered required account information and aligned the client on how the new experience would operate.
- **Implement and enable:** Configured, built, tested and launched the solution, then simplified the experience, supported users and created clear operational handoffs to encourage sustained adoption.

Smart Check-In workflow

Customers select English or French, identify the service they need and enter the right queue. Grooming routes to the assigned groomer; daycare/boarding routes to checked-in staff; retail/assistance routes to the front role. The dashboard provides live visibility and targeted alerts.

CRM and automation structure

- **Stages and fields:** New Lead, Checked In, Waiting, In Service and Completed, with contact/language, dog/service, preferred timing/groomer, AI summary, check-in time, status and location fields.
- **Tags and actions:** Check-in and service tags, pipeline movement, customer SMS, staff notification, status updates and human-handoff controls.

Launch validation and troubleshooting

I tested both languages, Conversation AI and Voice AI qualification/handoff, all 34 grooming routes, invalid combinations, staff restrictions, assignment and concurrency logic, SMS delivery, pipeline movement, dashboard visibility and mobile/tablet behaviour.

Adoption and customer value

- **Low-friction experience:** Bilingual, guided flows make the system easier for customers and staff to understand and use.
- **Visible operational value:** AI qualification, accurate booking routes, targeted alerts and one CRM record support faster, more consistent follow-through.
- **Retention-minded delivery:** Onboarding, enablement and practical workflow design were built to encourage ongoing usage, demonstrate value and reduce churn risk.