CASE STUDY 05 · AI CHAT AGENT · OPENAI ASSISTANTS · MAKE · GOHIGHLEVEL · WHATSAPP · INSTAGRAM

An AI front desk in the DMs.

A Pilates and functional-training studio with three locations in Barcelona was answering every WhatsApp and Instagram message by hand. Brought in through a Spanish marketing agency, I built an AI chat agent that reads each message, answers in the same channel, works out which studio the lead belongs to, and writes what it learns back into GoHighLevel.

- 3,279 conversations handled
- 2,644 AI replies delivered
- WhatsApp and Instagram
- Routed to 3 locations
- Spanish and English

By. Razi ur Rehman

One message, six steps, no human.

GoHighLevel stays the inbox and the record. The thinking happens outside it, in a Make scenario that calls an OpenAI Assistant trained on the studio's classes, prices, schedules and locations.

01 · GHL
Message in
WhatsApp or Instagram DM lands in the GoHighLevel inbox

›

02 · GHL
Channel saved
A workflow stores which channel the lead used

›

03 · MAKE + OPENAI
Assistant replies
The thread goes to the Assistant with the lead's context

›

04 · OPENAI
Location found
A second pass classifies the studio and extracts details

›

05 · GHL
Record updated
Fields, tags and location written to the contact

›

06 · GHL
Reply sent
Answer goes back in the same channel it came from

INBOX
The team keeps one inbox
Every AI reply is visible in GoHighLevel conversations, so staff can read along and take over at any point.

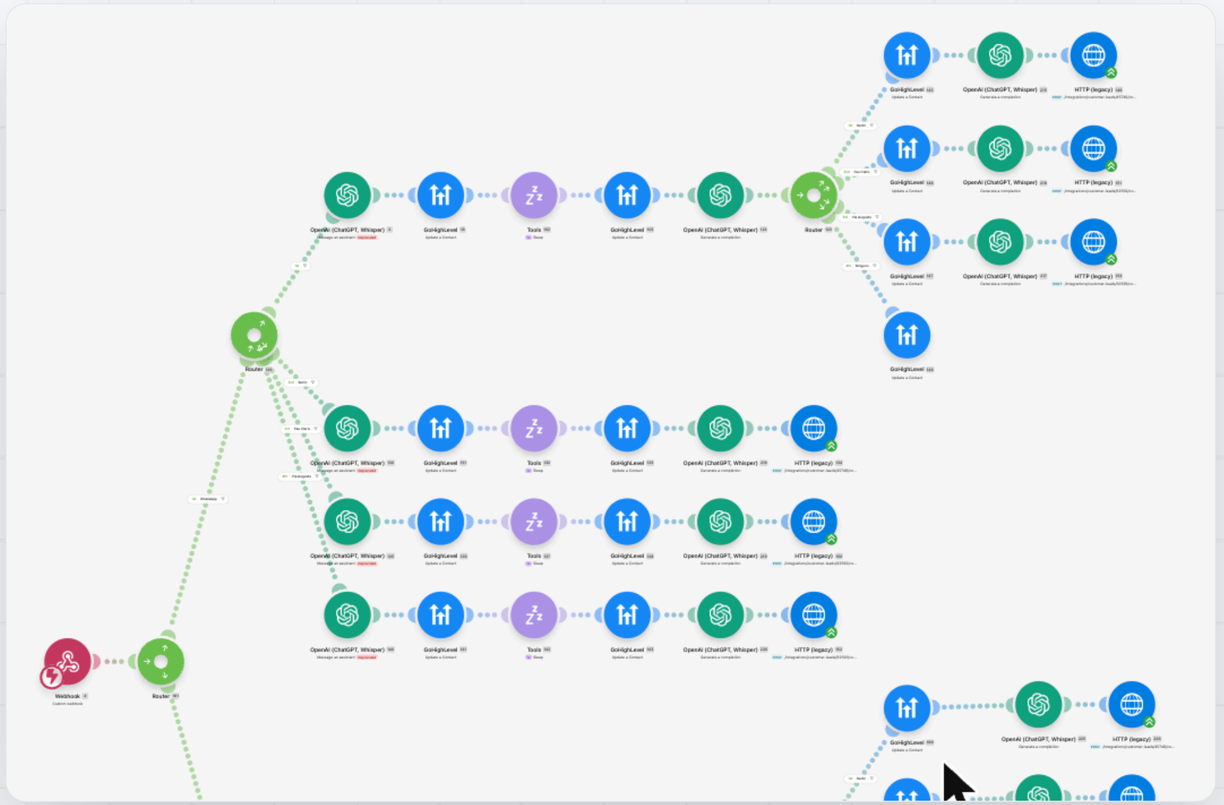
BRAIN
Knowledge outside the CRM
Classes, prices and schedules live in the Assistant, so the answers change without touching a workflow.

RECORD
Nothing lost in a chat log
Location, interest and contact details land on the contact, ready for the booking team.

Routed by channel, then by studio.

The scenario splits first by channel, WhatsApp or Instagram, because each needs its own send step. Then by studio: each location has its own Assistant thread, its own follow-up copy and its own fields.

- About 100 modules in one scenario
- Assistant reply, then a short wait so the CRM catches up
- A separate completion classifies the location
- Leads with no location yet get their own path



THE MAKE SCENARIO: CHANNEL ROUTER, THEN A BRANCH PER STUDIO

VERSION 1

Python script

The first build ran the conversation through a script. It worked, but the team could not see or change it.

VERSION 2

Make with webhooks

Moved into Make so the logic was visual. Webhooks added a moving part that could fail silently.

VERSION 3

Make without webhooks

The version that ran: GoHighLevel workflows call the scenario directly, one less thing to break.

The workflows that keep it sane.

People send three short messages instead of one. Some never stop. Some go quiet. Each of those got its own workflow, so the agent answers once, at the right time, and knows when to stop.

Name	Status	Total enrolled	Active enrolled	Last updated	Created on	Stats
1. Reply Channel (MWW)	Published	3279	0	Dec 11 2025, 1:15 PM	Dec 18 2024, 12:26 PM	
2. Contact Texted - Invoke Response System (MWW)	Published	3286	0	Nov 05 2025, 8:50 AM	Dec 18 2024, 12:26 PM	
3. Response Received - Reply Contact (Reply Channels Updated) (MWW)	Published	2644	0	Mar 13 2025, 12:13 PM	Dec 18 2024, 12:27 PM	
4. Information extracted - Update Fields (MWW)	Draft	0	0	Dec 18 2024, 2:34 PM	Dec 18 2024, 12:27 PM	
4. Workflow de Seguimiento (para detectar inactividad)	Draft	70	0	Feb 21 2025, 1:41 PM	Jan 28 2025, 1:20 PM	
5. Límite mensajes	Published	3	0	Mar 13 2025, 12:14 PM	Mar 13 2025, 12:10 PM	
Concatenando	Published	465	0	May 12 2025, 12:13 PM	May 12 2025, 12:10 PM	

THE CHATBOT WORKFLOWS IN GOHIGHLEVEL, WITH TOTAL ENROLMENTS

BATCHING

Messages joined first

Bursts of short messages are concatenated before the AI sees them: 465 batches so far.

LIMITS

A cap per conversation

A message limit stops loops and hands long threads to a person.

FOLLOW-UP

Inactivity detection

Leads who go quiet get a timed follow-up instead of being forgotten.

Thousands of conversations, one setup.

Built in December 2024 and running through 2025. The counts below are the enrolment numbers from the live GoHighLevel workflows.

3,279
conversations through the reply-channel step

2,644
AI replies delivered back to leads

465
message bursts batched into one reply

3
studio locations routed automatically

Built to be handed over

VISIBLE

Logic you can read

Every branch is a labelled route in Make, so the agency can see why a message went where it did.

PER STUDIO

One branch per location

Adding a new studio is a copy of an existing branch with its own copy and fields.

SAFE

Old versions kept, not deleted

Earlier builds stay in their own folders, so the agency can compare or roll back.

What the studio got.

SPEED

Every DM answered

Nights and weekends included, in the language the lead wrote in.

ROUTING

The right studio, first time

Location is worked out from the conversation, not asked for in a form.

CONTROL

Staff can always step in

The whole thread lives in GoHighLevel. Nothing is hidden in a bot tool.

STACK

OpenAI · Make · GoHighLevel

Assistants API, chat completions, Make routers, GoHighLevel workflows and custom fields.

LESSON

Batch before you answer

Real people send messages in bursts. Answering each one separately reads like a broken bot.

LESSON

Fewer moving parts win

Three versions in, the simplest wiring was the one that kept running.

Thank you.

Answering DMs by hand, or running a bot that lives outside your CRM? Tell me your channels and your locations, and I will show you how the agent would route them.

OpenAI · AI agents · Make · GoHighLevel · WhatsApp · Instagram

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