CASE STUDY 07 · MULTI-AGENT VOICE SYSTEM · RETELL AI · N8N · SUPABASE · GOHIGHLEVEL

One AI agent, four jobs, 46 accounts.

A US lead-generation company for land investors runs one AI voice agent across every client account. As the GoHighLevel platform engineer on the team, I worked on the CRM and automation side of that agent: the sub-accounts, pipelines, fields, tags and n8n workflows that turn each call into a stage, a note and a follow-up.

- 46+ client sub-accounts
- 1.49M+ records behind it
- Inbound, outbound, callback, nurture
- Callback within 5 minutes
- 10-category call classification

By. Razi ur Rehman

Same persona, different jobs.

From the outside it sounds like one bot. In production it is four agents with different prompts, triggers and data paths, sharing one voice and one set of rules: disclose it is an AI if asked, never make an offer, never negotiate.

AGENT	WHAT IT DOES
Qualifier	Takes warm transfers from human cold callers and runs the qualification interview: property, motivation, price, timeline
Inbound	Answers inbound calls to each client's number, day or night, and books a callback window
Callback	Calls back prospects whose cold call dropped in under 30 seconds, within 5 minutes
Nurture	Long-term SMS, email and voice follow-up for leads that did not close on first contact

The company, its clients, numbers and prompts are not named or shown. Diagrams are drawn from the system documentation.

RULE

Always disclose

Asked if it is a person, the agent says it is an AI assistant. No exceptions per client.

RULE

Never make an offer

Price is discovered, never proposed. Offers stay with the human operator.

RULE

Hand off when it matters

A ready seller is escalated to a person in Slack, not kept in a sequence.

From a phone call to a pipeline stage.

One shared Retell agent serves every client; the client is identified by the number called and its context is injected per call. Everything after the call is n8n, Supabase and GoHighLevel.

INTAKE
Cold caller or inbound
Warm transfer, inbound ring, or a dropped call

›

RETELL AI
Voice agent
Property lookup, contact capture and end-call tools

›

N8N
Post-call webhook
Validate, classify with GPT-4.1, summarise

›

SUPABASE
System of record
Calls, transcripts, sessions, action queue

GOHIGHLEVEL
Stage moved
Qualified leads go straight to "Pre-Qualified: Call Now"

›

GOHIGHLEVEL
Note and tags
AI summary on the contact, transcript linked, tags set

›

SLACK
Client channel
Call summary, recording and CRM link for the operator

›

N8N
Next action
Retry, nurture or hand to a human

MULTI-TENANT
One agent, many clients
Client config, phone pools and feature flags live in one table, so a new client is a row, not a rebuild.

CRM
GoHighLevel never the trigger
The CRM is updated after classification, so a failed note never stops a call from being logged.

PROMPTS
Editable without a deploy
Prompt templates are stored in the database and changed without touching a workflow.

A dropped call becomes a callback.

Cold calls that drop in under 30 seconds used to be lost. Now a cron finds them every 5 minutes and the agent calls back with the property already in context. Unanswered callbacks retry until the window closes.

- Retries at 1 h, 2 h, 2 h, then 24 h, for up to 7 days
- Business-hours guard: 8 AM Pacific to 9 PM Eastern
- GPT-4.1 sorts every connected call into 10 categories
- Ambiguous calls go to a human reviewer

EVERY 5 MIN

Detect

Find calls under 30 s, skip ones already handled

RETELL AI

Call back

Owner, address, county and acreage passed in

N8N + GPT-4.1

Classify and summarise

Motivation, asking price, timeframe, email

GOHIGHLEVEL + SLACK

Route

Stage, note and tag in the CRM; alert in the client channel

SAFETY

Stale sessions reset

Any callback stuck in progress for 30 minutes goes back to the queue instead of piling up.

CLAIMING

One worker per session

Sessions are claimed atomically, so two runs can never call the same person twice.

REPORTING

Daily funnel digest

Answered, exhausted and qualified counts posted every morning.

Follow-up that knows when to stop.

When a lead is not reached after six attempts over three days, a GoHighLevel stage change hands it to the nurture agent. Six n8n workflows run a 10-day text, email and voice sequence, answer replies in real time, and pull a human in the moment a seller sounds ready.

WORKFLOW	TRIGGER AND JOB
Intake	Stage change: enrich from CRM notes, write the first message
Call ended	Retell webhook: analyse the transcript, chain the next step
Reply	Inbound SMS or email: answer now, detect hard no or hot lead
Scheduler	Every 30 min: send what is due, inside business hours
Digest	Daily: pipeline summary per client in Slack
Kill switch	Stop tag: cancel everything, AI off for that lead

HOT NOW

Escalate, don't nurture

"How fast can you close", a tax bill due, "send me the paperwork": the lead is tagged, moved to a revived stage and posted to the client's Slack for a person to call.

HARD NO

Stop means stop

"Not for sale", "wrong number" or "already sold" ends the sequence for good.

DATABASE

One pending action per lead

A unique constraint on the queue makes runaway message loops impossible.

WEBHOOKS

Idempotent by design

Every event carries an external ID, so a retried webhook never doubles a message.

TONE

Banned phrases enforced

No "just following up", no prices, no investor jargon in anything the agent sends.

The CRM side of an AI agent.

An agent is only as useful as where its output lands. My work, February to September 2026, was making every client's GoHighLevel account ready for the agent and keeping 46+ of them consistent.

46+
client sub-accounts on one standard build

1.49M+
records behind the system

5 min
from a dropped call to an AI callback

10
call outcome categories routed into the CRM

ACCOUNTS

One build, every client

Acquisition pipeline, required custom fields and tags set up the same way in each sub-account so every workflow could find them by name.

TRIGGERS

GoHighLevel to n8n

The workflows that fire the agent: stage moves into nurture, customer replies, stop tags, signed contracts and speed-to-lead stamps.

DATA

AI output back into the CRM

Summary notes, tags and stage moves written back by n8n after each call, so operators work from the CRM, not from transcripts.

STACK

Retell · n8n · Supabase · GoHighLevel · OpenAI

Plus Slack for operators and a dashboard reading Supabase through edge functions.

LESSON

Resolve by name, not ID

Workflows find pipelines and fields by name, so one workflow serves every client account without per-client edits.

REVIEW

Five-star review

The client's COO left a five-star review on the work.

Thank you.

Running a voice agent whose calls never make it into your CRM properly? Tell me your stack and your pipeline, and I will show you where each call should land.

Retell AI | n8n | Supabase | GoHighLevel | OpenAI | Multi-tenant

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