

94.2%

FALSE-QUALIFICATION DROP

INDUSTRY

B2B SAAS

MODELS

GPT-4o + MAKE.COM

TIMELINE

14 DAYS

STATUS

OPERATIONAL – FULL DEPLOYMENT

CRM Orchestration & Inbound Sales Automation

Engineered a webhook-driven data enrichment pipeline for a mid-market SaaS platform. Eliminated 14 hours of manual SDR data entry per week.

The Baseline Inefficiency

A \$45M ARR enterprise software firm generating 2,800 inbound leads weekly was operating with a 78% false-qualification rate. The SDR team was spending an average of 14 hours a week manually copy-pasting lead data from Typeform into Salesforce, resulting in chronic data degradation, delayed follow-ups, and a bloated operational expenditure of \$98,000 annually in administrative labor.

The Architectural Solution

We bypassed standard Zapier integrations, mapping a dedicated Make.com enterprise webhook directly into their Salesforce architecture. Inbound leads are instantly routed to OpenAI's GPT-4o, which executes web-scraping to verify company size, tech stack, and intent signals against a predefined scoring matrix. Verified leads are pushed into the CRM with fully synthesized briefing notes, while junk leads are deterministically quarantined.

The Fiscal Outcome

The pipeline eliminated manual lead enrichment entirely. False qualifications dropped by 94.2%. SDRs recovered 14 hours per week, allowing them to shift from data entry to pure outbound closing. The \$98,000 manual data entry overhead was entirely recovered.

Quantifiable Outcomes

MANUAL HOURS RECOVERED

LABOR ARBITRAGE

14H/WK

\$98,000

Weekly time saved per SDR via automated enrichment.

Annualized administrative overhead eliminated.