Create a Conversation AI Bot

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Gym Lead Machine's **Conversation AI** lets you automate conversations with leads across channels like SMS, Email, Facebook, Instagram, and WhatsApp. Bots can answer questions, capture lead info, and book appointments for you, saving your team time while boosting response rates.

> NOTE: Conversation AI bots are part of the AI Agents Premium Feature. If you're interested in unlocking this, contact our support team, and we'll walk you through the next steps.

What you can do with Conversation AI

- Automate conversations across supported channels, including SMS, Email, Instagram DMs, Facebook Messenger, and WhatsApp
- Capture lead details like name, phone number, and email
- Help leads book, cancel, or reschedule appointments
- Choose from multiple bot-building methods depending on how much customization you need
- Test a bot before it responds to real leads
- Control whether a bot suggests replies for your team or responds on its own

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Getting to Conversation AI

Go to **AI Agents → Conversation AI** in your Gym Lead Machine account, then click **Create Bot**.

Choose a bot-building method

When you create a bot, you'll choose one of three ways to build it:

Method	Best for
Guided Form Setup	Straightforward bots: general Q&A or appointment booking, built through a structured, step-by-step form. Best if you want a simple setup without writing custom instructions.
Prompt Based Bot	Bots where you want more control over personality, goals, and behavior by writing your own instructions, with options like human handover and workflow triggers.
Flow Based Builder	Advanced, multi-step conversations with visual branching logic, best for complex lead qualification or booking flows.

This article walks through **Guided Form Setup**, the most common starting point. Prompt-Based Bot and Flow-Based Builder are built for more advanced use cases; if you need a deeper walkthrough of either, please reach

out to the support team.

Step 1: Start a new bot

1. Click **Create Bot**.
2. Select **Guided Form Setup**.
3. Click **Create New Bot**.

Step 2: Choose your bot type

Choose the type of bot you're building:

- **General Q&A** – for answering common questions
- **Appointment Booking** – for guiding leads toward scheduling

Click **Next** when you're ready.

Step 3: Choose a Brand Voice

Select an existing **Brand Voice** or create one.

If you need help, check out our guide: Create Your Gym's Brand Voice

Click **Next** when ready.

Step 4: Configure bot settings

- **Name your bot** – for example, `Unbeaten Fitness Bot`
- **Choose communication channels** – where the bot should engage with leads
- **Initial message** – what the bot should say to start a conversation, for example: `"Hey, it's Flexi, the assistant for Unbeaten Fitness! How can I help you today?"`
- **Response delay** – how long the bot waits before replying (default is 2 seconds)

Click **Next** when finished.

Step 5: Configure bot goals

Set what the bot should collect and do during a conversation:

1. Set the bot to collect key contact info: name, phone number, and email.
2. Choose which **calendar** the bot should use for booking, if the bot handles appointments.
3. Turn on any optional settings you want: triggering automations after a booking, allowing the bot to cancel or reschedule appointments, or sending your team an email notification when the bot doesn't know an answer.
4. Click **Save**.

Step 6: Choose your bot's response mode

You have three options:

- **Off** – the bot doesn't respond
- **Suggestive** – the bot drafts replies for your team to review and send manually
- **Autopilot** – the bot replies automatically on its own

Select the mode you want, then click **Save and Close**.

> TIP: Start a new bot in Suggestive mode so your team can review its replies before switching it to Autopilot.

Frequently asked questions

Do I need to create a new bot, or can I edit an existing one?

You can do either. To edit an existing bot, go to **AI Agents → Conversation AI**, then open the bot from your list or use its menu to edit it.

Which bot-building method should I choose?

Use Guided Form Setup for straightforward Q&A or appointment booking bots. Use Prompt Based Bot if you're comfortable writing your own instructions for the bot's personality and behavior, or Flow Based Builder if you need visual, multi-step conversation logic.

Does my bot respond to leads as soon as I save it?

Not necessarily. A new bot may be set to **Off** by default. Check its response mode and switch it to Suggestive or Autopilot when you're ready for it to engage with leads.

What's the difference between Suggestive and Autopilot?

Suggestive mode drafts replies for your team to review and send manually. Autopilot sends replies automatically based on how the bot is configured.

Can the bot help leads book appointments?

Yes. If appointment booking is turned on as part of the bot's goals, it can help leads schedule, cancel, or reschedule appointments based on the calendar you assign.

What happens if the bot doesn't know the answer to a question?

You can turn on email notifications so your team is alerted whenever the bot can't answer a lead's question.

Helpful tips

- Test the bot yourself first.
- Then test it with your team to make sure it's working as expected.
- Once you're confident, let a few real leads go through it and review the conversations before relying on it fully.
- Start in Suggestive mode if you want a chance to review replies before going fully automated.

When this feature is most helpful

- Automating first responses to new leads across Facebook, Instagram, or your website
- Qualifying leads and collecting contact details without manual follow-up
- Helping leads book, cancel, or reschedule appointments outside business hours
- Freeing up your team's time on repetitive questions

If you have questions about Conversation AI in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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