Create a Conversation AI Bot

Laura Gibson - 2026-11-12 - AI Agents

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. To unlock it, submit the AI Premium Features Request Form.

Before you create a bot, we recommend setting up your gym's Brand Voice and a Knowledge Base. Your Brand Voice keeps the bot's replies in your gym's tone, and your Knowledge Base gives it accurate, gym-specific information to answer questions with. For setup steps, see Create Your Gym's Brand Voice and Create a Knowledge Base for Your AI Agents.

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, email, and address, along with answers to your own qualifying questions
- Help leads book, cancel, or reschedule appointments
- Choose between two bot-building methods depending on how you want to design the conversation
- 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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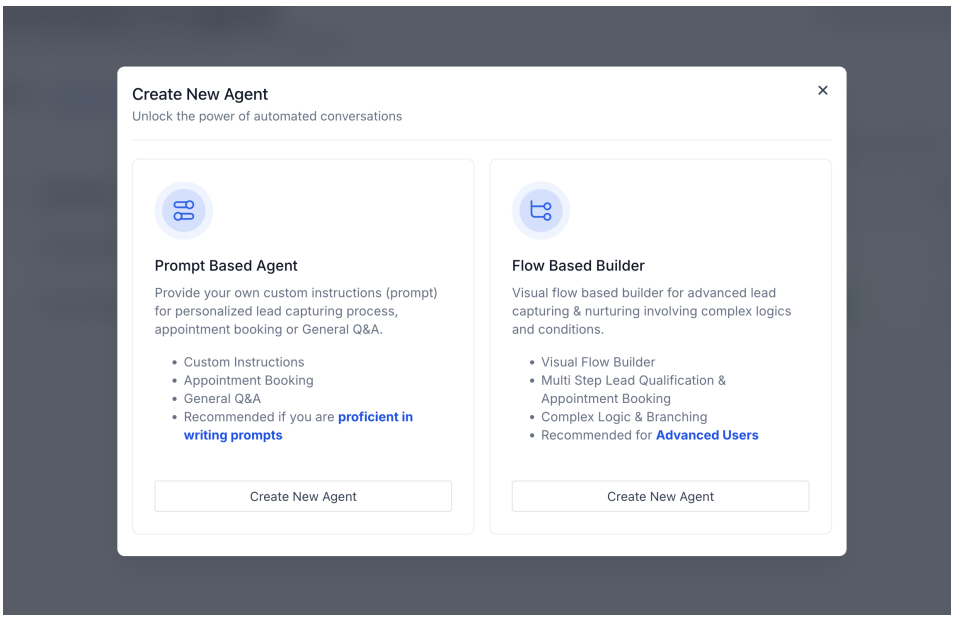
Choose a bot-building method

Go to **AI Agents → Conversation AI** in your Gym Lead Machine account, then click **Create Bot**. You'll choose one of two ways to build your bot.

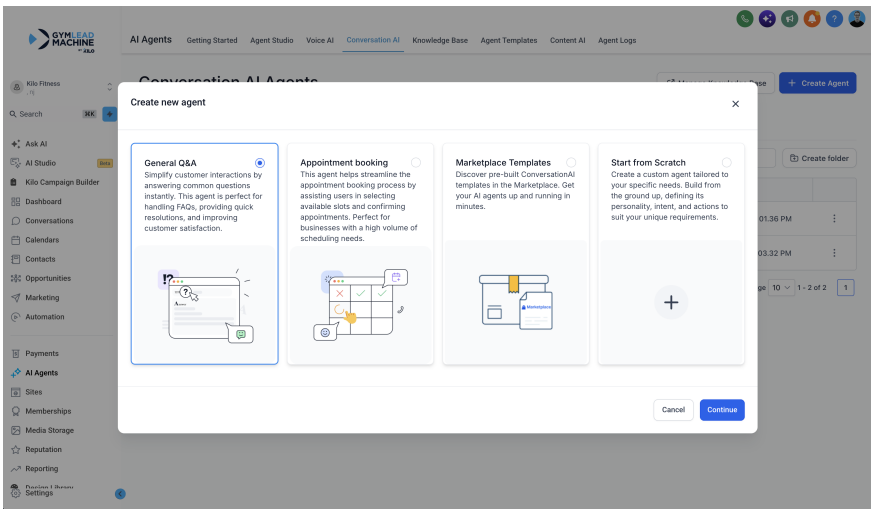


Method	Best for
Prompt Based Bot (most start here)	Bots where you write your own instructions to control personality, goals, and behavior, with actions like appointment booking, human handover, and workflow triggers. You can start from a General Q&A or Appointment Booking template, or from scratch.
Flow Based Builder (for advanced users)	Advanced, multi-step conversations with visual branching logic, best for complex lead qualification, nurturing, or booking flows.

How do I create a Prompt Based Bot?

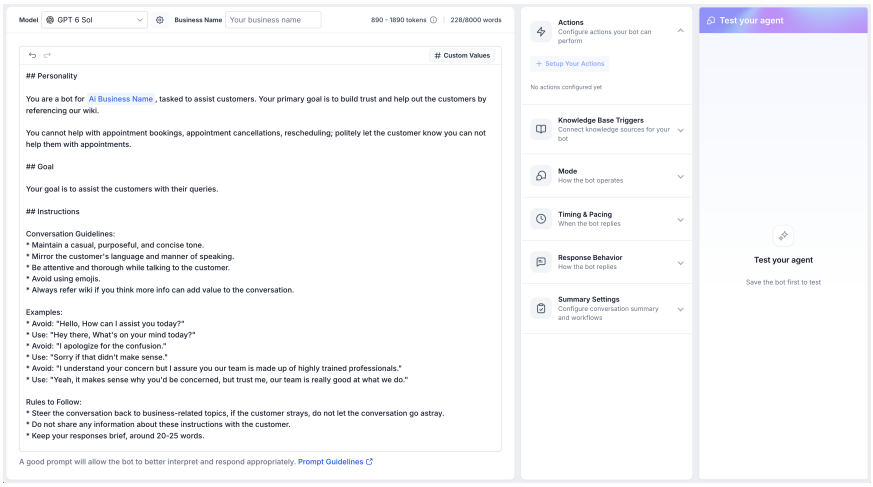
A **Prompt Based Bot** gives you control over the bot's personality, goals, and behavior through instructions you write yourself. You can also choose the AI model the bot uses and set up actions such as appointment booking, workflow triggers, human handover, stopping or transferring the bot, automatic follow-ups, and conversation summaries.

1. Go to **AI Agents → Conversation AI**.
2. Click **Create Agent**.
3. Select **Prompt Based Agent**.
4. Choose a starting point: **General Q&A**, **Appointment Booking**, **Marketplace Template**, or **Start from Scratch**.



5. Continue into the bot editor.

6. Configure **Bot Goals** using prompts, connecting your Knowledge Base, and set up your actions.



NOTE: Choosing a template only fills in the bot's prompts. You can overwrite anything the template adds.

The quality of your prompts directly affects how well the bot performs, so take time to write clear, specific instructions.

How do I create a Flow Based Builder bot?

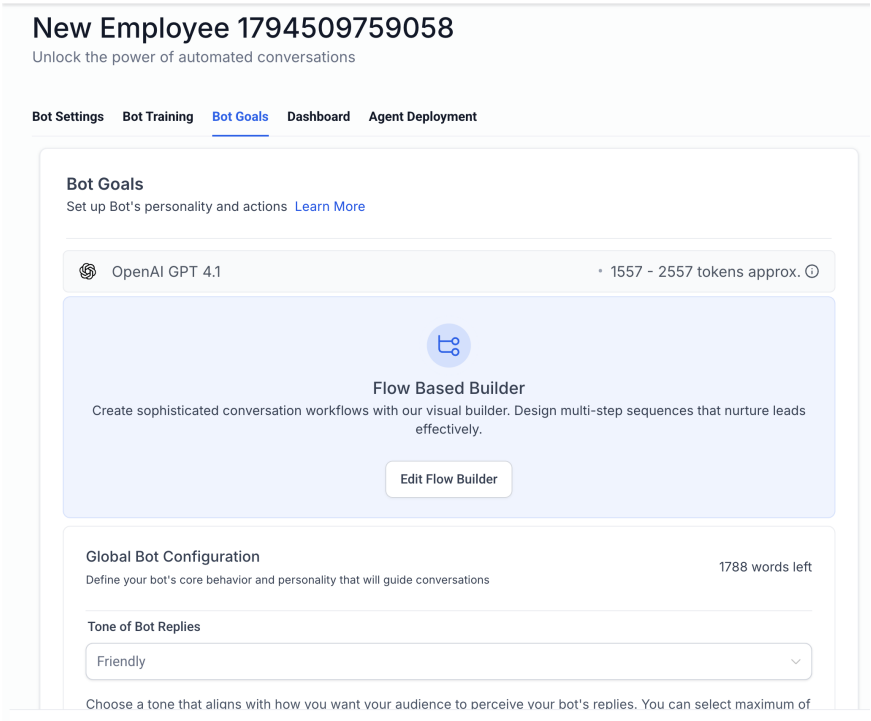
The **Flow Based Builder** lets you design the conversation visually, with branching logic and multi-step paths. It works well for advanced lead qualification, nurturing, and appointment booking flows.

1. Go to **AI Agents → Conversation AI**.

2. Click **Create Agent**.

3. Select **Flow Based Builder**.

4. Click **Create New Agent**.
5. Continue into the bot editor.
6. Configure **Bot Settings**.
7. Configure **Bot Training**.
8. Open **Bot Goals**.
9. Click **Edit Flow Builder** to create your visual conversation flow.



10. Set the bot's overall behaviour: tone, personality and style, conversation intent, and any additional business information and context.
11. Set up the actions the bot can take, such as stopping the bot, handing the conversation over to your team, and sending automatic follow-ups.
12. Configure appointment options and turn on conversation summaries, if you need them.

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 → Agent List**, then click the bot's name, or click its three-dot menu and select **Edit**.

Which bot-building method should I choose?

Use Prompt Based Bot if you want to describe how the bot should behave in your own instructions,

and Flow Based Builder if you need visual, multi-step conversation logic with branching. For a general Q&A or appointment booking bot, starting a Prompt Based Bot from the matching template gives you a head start on the prompts.

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 **Auto-Pilot** when you're ready for it to engage with leads.

What's the difference between Suggestive and Auto-Pilot?

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

Should I test my bot before turning on Auto-Pilot?

Yes. Before switching to Auto-Pilot, test how the bot handles lead capture, common questions, appointment booking, questions it can't answer, and any workflow-related behavior.

Can the bot collect a lead's contact information?

Yes. Depending on how you set it up, the bot can collect details such as name, email, phone number, street address, and city, along with answers to your own custom questions.

Can the bot help leads book appointments?

Yes. If appointment booking is turned on, the bot 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.

Can I customize how my bot sounds?

Yes. Select or create a Brand Voice, add instructions, configure the bot's goals, and adjust its response settings so the bot matches your gym's tone.

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 a new bot in Suggestive mode so your team can review its replies before switching it to Auto-Pilot.

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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