



THE 7-DAY INBOUND SPRINT

From form submitted to a clean human handoff.

This portfolio demonstrates how Inquiry Relay would structure, test, and document one inbound workflow for a fictional boutique agency. It is concept work using synthetic data - not a client case study and not a performance claim.

FICTIONAL BUSINESS Northstar Studio Boutique brand and web agency	INBOUND SOURCE Website project form Currently routed to a shared inbox
PRIMARY OBJECTIVE Offer the right next step Book qualified leads; alert on exceptions	HUMAN BOUNDARY No autonomous promises Pricing, contracts, and unusual requests stay human

Proposed response path

1 Capture Validate form fields and create one lead record.	2 Acknowledge Send only the client-approved first response.	3 Qualify Collect missing scope, timing, and fit details.
4 Route Offer the calendar or alert the right person.	5 Follow up Stop automatically after a reply or booking.	6 Report Record state, exception, and next action.

SYNTHETIC RESPONSE PREVIEW

Subject: A few details for the Northstar Studio project

Thanks for reaching out about your website refresh. To route this correctly, could you share your target launch window and whether brand strategy is already complete? Once we have those details, we will either offer the right project calendar or connect you with the appropriate person.

- Approved template; no invented availability, price, or promise

ACCEPTANCE AND HANDOFF

Observable tests, not vague automation claims.

The sprint is accepted against explicit pass/fail behavior. Each result is captured in a test log, and the client approves the messages and live activation.

TEST	SYNTHETIC TRIGGER	EXPECTED BEHAVIOR	EVIDENCE
Qualified inquiry	Complete form; selected service; valid timeline	Acknowledge, create record, offer approved booking path	Timestamp, message copy, lead state
Incomplete inquiry	Timeline or scope missing	Ask only approved questions; do not offer calendar yet	Branch log and reply preview
Duplicate inquiry	Same business/contact submits twice	Keep one opportunity; prevent duplicate follow-ups	Record key and suppression event
Human exception	Sensitive, unusual, or unsupported request	Stop automation and alert the designated person	Alert receipt and paused state
Reply or booking	Lead replies or books during follow-up	Cancel remaining automated follow-ups	Stop event and final status
Integration failure	Inbox, calendar, or CRM action fails	Do not silently continue; alert and retain retry context	Failure alert and recovery note

What the fixed-scope sprint delivers

BUILD - One inbound source and one destination - Approved acknowledgement and qualification logic - One calendar and booking handoff - Up to three follow-ups with stop rules	VERIFY - Normal, incomplete, duplicate, and failure tests - Exception alerts and human boundaries - Test log with observable pass/fail evidence - Client approval before activation	HAND OFF - Short recorded walkthrough - Concise operating runbook - Client-owned accounts when practical - Fourteen days of defect correction support
BOUNDARIES Excludes cold outreach, purchased lists, calls, SMS, voice agents, regulated workflows, autonomous pricing, CRM migrations, custom software, and revenue guarantees.	FOUNDING PILOT \$1,000 fixed scope Seven business days after inputs are ready.	ASYNCHRONOUS FIT CHECK Website + inquiry volume + response problem No required sales call. No obligation.