



Sample Intelligence Layer Blueprint

An example of how **Pixel Narratives** finds practical AI, automation, and revenue-leak opportunities inside a real business.

*This is a sample version created for illustration. Actual blueprints are built from discovery notes, business context, systems, goals, and operational bottlenecks. Full client blueprints include more specific recommendations, implementation paths, and scoped project options.



Fictional Business

Business

Southern service business

Revenue

Approximately \$1.8M/year

Team

12 employees

Model

Recurring residential and light commercial services


- ❑ **Current Situation:** Strong word-of-mouth growth, busy owner, scattered systems, inconsistent follow-up, and too many small decisions still running through leadership.

Business Snapshot

This business is not lacking demand. The phone rings, referrals come in, and the team has a solid reputation in the market. The issue is that growth has created more coordination work than the current systems can comfortably handle.

Leads come in through calls, texts, website forms, referrals, and social media messages. Some are answered quickly. Some sit too long. Some get quoted but never followed up on. Customer notes live across spreadsheets, inboxes, text threads, and memory.

The team knows what to do most of the time, but too much depends on the right person remembering the right detail at the right time. The owner wants to keep growing, but not by becoming the backup system for every missed handoff, unclear request, or stalled follow-up.

 The opportunity is to make the business **easier to run** before adding more volume.

Where Things Break Down

- Leads answered at different speeds
- Quotes sent but never followed up
- Notes scattered across tools and memory
- Owner absorbing every missed handoff

What's Going On

The business has reached the point where **effort is hiding inside the gaps between tools**. The main issues are:

Fragmented Intake

New inquiries are not being captured in one consistent way.

Memory-Dependent Follow-Up

Follow-up depends too much on who remembers what and when.

Inconsistent Communication

Customer communication changes depending on who responds.

Scaling Admin Work

Admin work increases every time volume increases.

Owner Overload

The owner is still too involved in routine decisions.

- ✔ The goal is not to add more software but to **reduce missed opportunities, protect the customer experience, and give the team cleaner ways to operate.**

Quick Win #1: Clean Up Inquiry Intake

PROBLEM

Leads come in from several places, and each one includes different information. This creates extra back-and-forth before the business can quote or schedule.

EXPECTED RESULT

Faster responses, fewer missing details, and less time spent chasing basic information before a job can move forward.

Standard Intake Checklist

01

Name

02

Phone number

03

Email

04

Service address or ZIP code

05

Service needed & timeline

06

How they heard about the business

07

Any special notes

Use the same format for phone calls, website inquiries, social messages, and referrals.

Quick Wins #2 & #3: Request Form + Follow-Up Templates

QUICK WIN 2

Add a Simple Request Form

Problem: The team is answering too many incomplete requests manually.

Fix: Add a short request form to the website and link it in social media profiles, email signatures, and text replies. The form should not be long — the purpose is to gather the minimum details needed to respond well.

✓ **Expected Result:** Cleaner intake, fewer vague messages, and a more professional first step for new prospects.

QUICK WIN 3

Improve Follow-Up Templates

Problem: Interested leads sometimes go quiet after the first response or estimate. Follow-up happens, but not consistently.

Fix: Create three simple follow-up templates and AI agents to automate follow up.

Day 0

Same-day follow-up after an estimate

48 hrs

Follow-up if they have not responded

1 week

"Still interested?" message

✓ **Expected Result:** More booked work from leads the business already earned.

Quick Wins #4 & #5: Reviews + Content Repurposing

QUICK WIN 4

Consolidate Review Requests

Problem: Happy customers are not always being asked for reviews at the right time.

Fix: Create one review request message and automate sending it after successful jobs or completed service milestones. Keep the message short and personal.

✓ **Expected Result:** More reviews, stronger local trust, and better conversion from future leads.

QUICK WIN 5

Use AI for Basic Content Repurposing

Problem: The business has real proof of its work, but it is not consistently turning that into marketing content.

Fix: Use AI to turn existing material into first drafts:

- Customer questions → FAQ posts
- Before-and-after notes → captions
- Common objections → educational posts
- Reviews → social proof posts
- Owner thoughts → newsletter drafts

⚠ AI should help create drafts, not publish final content without review.



Scoped Project Examples

These are examples of the types of implementation projects Pixel Narratives may recommend after reviewing the full business context. Specific scope depends on the company's tools, team, workflow, and goals.

Project 1

Lead Intake & Follow-Up System

Project 2

Client Communication & Request Hub

Project 3

Owner Dashboard & Weekly Operating View

Project 1: Lead Intake and Follow-Up System

Problem

Leads are coming in, but they are not being tracked or followed up with consistently.

Solution

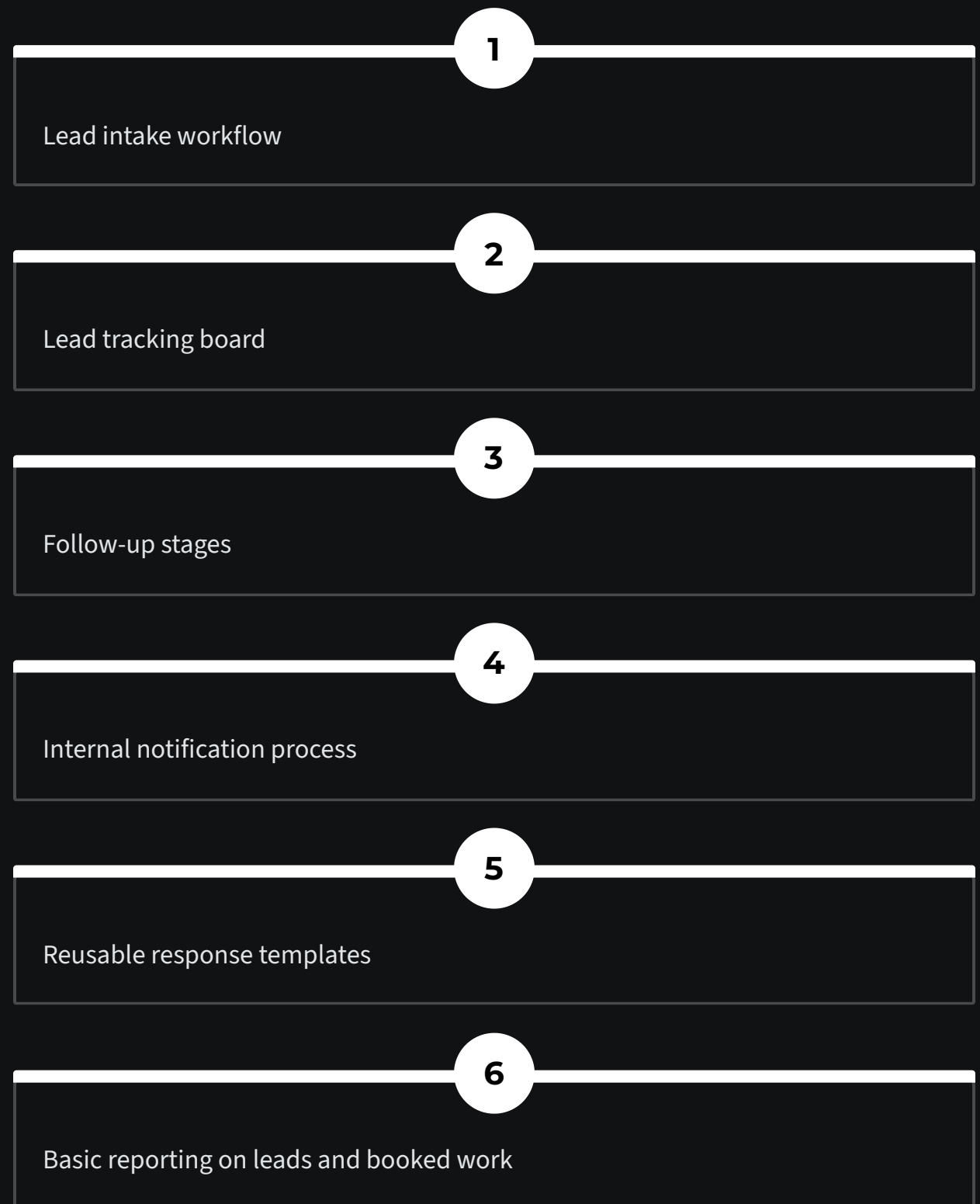
Build a simple system that captures new inquiries, organizes lead status, and prompts the team when follow-up is needed.

Typical Fit

Businesses getting steady inquiries from multiple channels that do not yet need a heavy CRM.

- ✔ **Expected Outcome:** Fewer missed leads, faster response times, and more revenue from existing demand.

What Gets Built



Every inquiry enters the same process. The team can see what needs a response, what has been quoted, what has booked, and what needs follow-up.

CUSTOM SCOPED PROJECT

Pricing varies based on tools, integrations, number of lead sources, and workflow complexity.

Project 2: Client Communication and Request Hub

Problem

Recurring customers ask for updates, changes, special requests, documents, or service details through too many channels.

Solution

Create a simple client-facing request flow that makes it easier for customers to submit the right information and easier for the team to respond.

Typical Fit

Businesses with recurring clients, frequent service changes, project updates, or ongoing coordination needs.

- ✔ **Expected Outcome:** Less inbox clutter, fewer missed requests, and a cleaner customer experience.

What Gets Built



Customers use one clear path for common requests. The team receives the information in a consistent format and can track what has been handled.

CUSTOM SCOPED PROJECT

Pricing varies based on whether the project uses existing tools, a form-based workflow, or a more advanced client portal setup.

Project 3: Owner Dashboard and Weekly Operating View

Problem

The owner is making decisions from scattered information instead of seeing the business clearly each week.

Solution

Build a lightweight dashboard that shows the most important activity across leads, sales, service volume, follow-up, reviews, and team capacity.

Typical Fit

Growing businesses where the owner is still checking too many places to understand performance.

- ✓ **Expected Outcome:** Better decisions, less guessing, and clearer priorities for the week ahead.

What Gets Built



Weekly Business Dashboard

Lead and sales activity view with follow-up visibility



Review Request Tracking

Monitor review outreach and response rates



Capacity Indicators

Basic team capacity view and weekly summary format

CUSTOM SCOPED PROJECT

Pricing varies based on data sources, reporting needs, tool access, and how much cleanup is needed before reporting can be useful.

What Happens Next

The point of the Intelligence Layer Blueprint is not to create a giant strategy document that sits in a folder. The goal is to identify where the business is leaking time, money, attention, or follow-up — then turn that into practical next steps.



Most growing businesses do not need more random AI ideas. They need someone to look at how the business actually runs and find the places where better systems, clearer workflows, and practical AI support can create real capacity. **That is what the Intelligence Layer Blueprint is built to do.**