

API HANDSHAKES: CONNECTING VOICEFLOW TO HIGH-TICKET CRMS

Automation is useless if the data remains trapped in a chat window. An "API Handshake" is the process of synchronizing conversational variables with your core business database.

SANITIZATION PROTOCOLS

Before any data hits Salesforce or HubSpot, it must be sanitized. Our Voiceflow nodes use JavaScript steps to format phone numbers, capitalize names, and verify email syntax. This prevents your CRM from becoming a database of digital trash.

THE POST COMMAND

We don't just send contact info. we send behavioral data. By using the POST method, we inject "Lead Interest Scores" directly into the lead record, allowing your human sales team to prioritize follow-ups based on the depth of the AI interaction.