

Build Your First AI Front Desk

The No-Code Starter Guide

A practical guide to planning a useful business chatbot that answers the right questions and leads visitors to the right next click.



No coding required



Plan your bot in under an hour



Use your own business info



Learn what makes a chatbot actually useful



Powered by ChatSprouts —
turn this plan into a real 24/7 AI front desk.



This guide is for general educational purposes only.

Inside This Starter Guide

A simple roadmap for planning a chatbot people actually find useful.

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The best business chatbots are not random. They are organized, specific, and grounded in real business information.

QUICK START IN 4 STEPS

1



Gather your business info

2



List your most common questions

3



Pair each answer with a next step

4



Test the experience like a customer



Want the shortcut later? Your **ChatSprouts AI Front Desk Kit** turns this plan into a client-ready AI front desk.

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The 4-Part Formula

Every useful business chatbot needs these four ingredients.



1

Business Info

Services, hours, pricing notes, policies, service area, and links.



2

Answer Boundaries

The bot should answer from your business info, not improvise beyond it.



3

Helpful Responses

Clear, short answers that sound useful, not robotic.



4

Next Clicks

Every answer should guide visitors toward booking, contact, quotes, products, or service pages.

Why most chatbots feel useless



They know too little



They answer too vaguely



They don't guide the visitor anywhere



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A good chatbot is less about being clever and more about being clear.



Build the Bot Brain

Start with the exact information your chatbot should know.



Business Basics

Name, category, location, contact details



Services or Products

What you offer and how you describe it



Hours & Availability

When customers can reach or visit you



Pricing Notes

Starting prices, ranges, consultation fees, or how quotes work



Policies

Deposits, cancellations, refunds, lead times, requirements



Service Area

Where you work or deliver



Important Links

Booking, quote request, contact page, menu, product pages



The more specific your business info is, the more useful your chatbot becomes.

Example input



Business Basics:

Happy Paws Dog Training
Austin, TX • (512) 555-0198



Services or Products:

Puppy training, basic obedience, behavior coaching, private sessions



Hours & Availability:

Mon-Fri 9am-7pm
Sat 10am-2pm



Pricing Notes:

Private session \$120
Packages available



Policies:

24-hour cancellation policy
Deposits required for packages



Service Area:

Austin & surrounding areas within 25 miles



Important Links:

happypawstraining.com
/book • /contact • /pricing



25 Questions Your Chatbot Should Be Ready For

These are the questions visitors ask before they are ready to contact or book.



About the business

- 1 What do you offer?
- 2 Where are you located?
- 3 What areas do you serve?
- 4 What are your hours?
- 5 How do I contact you?



Pricing

- 6 How much does it cost?
- 7 Do you offer free estimates?
- 8 Do prices start at a certain amount?
- 9 Are there packages?
- 10 Do you require a deposit?



Booking

- 11 How do I book?
- 12 Do you have availability this week?
- 13 How far in advance should I book?
- 14 Do you accept walk-ins?
- 15 What happens after I submit an inquiry?



Policies

- 16 What is your cancellation policy?
- 17 Do you offer refunds?
- 18 What forms of payment do you accept?
- 19 Are there requirements before service?
- 20 What should I bring or prepare?



Services & Fit

- 21 Do you offer this specific service?
- 22 Is this right for my situation?
- 23 How long does it take?
- 24 What is included?
- 25 Where can I learn more?



If your website already answers these clearly, your chatbot will feel much smarter.

Guide Visitors to the Right Next Click



A useful chatbot does more than answer questions — it points people somewhere helpful.

Where your bot can guide visitors next



Answer + Action examples

<p>1</p> <p>Question: Do you serve Queens?</p> <p>Answer: Yes, we serve Queens and nearby areas.</p> <p>Next click: View service area</p>	<p>2</p> <p>Question: How much does a consultation cost?</p> <p>Answer: Consultations start at \$50.</p> <p>Next click: Request a quote</p>	<p>3</p> <p>Question: How do I book?</p> <p>Answer: You can book online in a few steps.</p> <p>Next click: Go to booking page</p>
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TIP: Every answer should reduce confusion and move the visitor one step closer to action.



6 This is where ChatSprouts helps turn passive websites into helpful front desks.