

The AI Website Booking Assistant kit

Everything you need to turn the chat bubble on your website into an assistant that answers questions, qualifies visitors and books them straight into your calendar, built with HighLevel Conversation AI. No phone number and no text-message registration required.

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Screens and menu names change. Everything here was checked in a live HighLevel account in October 2026. If a label on your screen differs, go by your screen. Full walkthrough: aitooldrop.com/gohighlevel/drops/ai-website-booking-assistant/

1. How the system works

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Visitor opens the chat on your website
|
Conversation AI greets them (Live chat widget)
|
Answers questions from your knowledge base
|
Collects first name + email (asked by the prompt)
|
Offers open times from ONE calendar (Appointment Booking action)
|
Books it -> appointment lands in HighLevel + Google Calendar
|
Anything it cannot answer -> hands off to you (Human Handover action)
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The whole system is four HighLevel pieces: a calendar, a Conversation AI agent, a Live chat widget and (strongly recommended) your Google Calendar connected so the bot never offers a time you are busy.

2. Setup checklist

- A HighLevel sub-account with Conversation AI available. AI features are usage-billed; check the pricing in your account before you switch the bot to Autopilot.
- One booking calendar with real availability, the right time zone and a sensible appointment length.
- Google Calendar connected as the linked calendar, with conflict checking on. Settings, Calendars, Connections tab.
- A Conversation AI agent. AI Agents, Conversation AI, Create Agent, Prompt Based Agent.
- The default agent switched off. New accounts include an agent called AI Front Desk Assistant that answers on every channel. Open it, Deploy tab, turn its channels off.
- A Live chat widget. Sites, Chat Widget, New, then Live chat.
- Your website, where you will paste the widget code.
- 30 minutes to test before anyone else sees it.

3. Agent setup: collect less, add two actions

Collect contact details through the prompt, not a form. HighLevel recommends putting name, email and phone collection in the prompt rather than the Contact Info action. For a booking assistant, ask for:

- First name (so the calendar invite is useful)
- Email (confirmation and reminders)
- Phone: leave it off unless you will actually call. Asking for it on a website chat lowers completion.

Then, under Actions, Setup Your Actions, add two actions:

- Appointment Booking: choose Single calendar and pick your booking calendar. Leave "only send the booking link" off so the bot books inside the chat.
- Human Handover: turn on Human Requested and Lack of information, assign it to yourself and write a short final message.

Finally, on the Deploy tab, switch off every channel except Live chat and point it at your widget.

4. The booking prompt

Select all of the template in the agent's prompt editor and replace it with this. Replace everything in [BRACKETS]. Keep it specific: the bot follows what you write, and invents less when the rules are clear.

You are the booking assistant for [BUSINESS NAME], a [WHAT YOU DO] in [CITY / "online"]. You chat with visitors on our website.

YOUR JOB

1. Answer questions using ONLY the knowledge base. If the answer is not there, say you will have [OWNER NAME] follow up, and collect their email.
2. When someone shows interest, find out what they need in one or two short questions: [QUALIFYING QUESTION 1], [QUALIFYING QUESTION 2].
3. If they are a fit, offer to book a [APPOINTMENT NAME, e.g. "15-minute intro call"] and offer two or three open times.
4. Before booking, collect their first name and email address.
5. Confirm the booking back to them: day, time, time zone, and what happens next.

WHO IS A FIT

- Good fit: [DESCRIBE YOUR IDEAL CUSTOMER]
- Not a fit: [WHO YOU DO NOT SERVE]. Be kind, point them to [ALTERNATIVE], and do not book them.

RULES

- Keep replies to 1 to 3 short sentences. One question at a time.
- Never invent prices, discounts, availability or promises. Prices you may share: [PRICES OR "none, say pricing is covered on the call"].
- Never give legal, medical or financial advice.
- Always confirm the visitor's time zone before booking.
- If someone is upset, asks for a person, or asks something sensitive, stop selling and tell them [OWNER NAME] will reply personally.
- Do not say you are human. If asked, say you are [BUSINESS NAME]'s AI assistant and a person reads every conversation.

tone

[Friendly and plain-spoken / professional and brief]. No jargon.
No exclamation marks in every message.

Why it works: the bot has one job (book qualified people), a narrow source of truth (the knowledge base), and a clear exit for anything it should not handle. Most bad bots fail on the third point.

5. Knowledge base starter: 12 questions

Create a knowledge base (AI Agents, Knowledge Base), add these as FAQ or Rich text, and connect it under the agent's Knowledge Base Triggers. Answer each in two or three sentences, in your own words.

- What exactly do you do, and for whom?

- Where are you located / do you work remotely?
- What does it cost, or how is pricing decided?
- How long does a typical [project / appointment] take?
- What happens on the first call?
- Do I need anything before the call?
- What are your hours?
- How do I reschedule or cancel?
- Do you offer [COMMON ADD-ON]?
- What results can I expect? (answer honestly, no guarantees)
- Who will I be speaking with?
- How do I reach a person right now?

6. Opening messages

The first message decides whether anyone replies. Pick one, edit, keep it under 20 words.

- "Hi, I can answer questions about [SERVICE] or find you a time to talk. What brings you here today?"
- "Hey there. Looking for [SERVICE]? I can check open times with [OWNER NAME] for you."
- "Hi. Ask me anything about [BUSINESS NAME], or I can book you a quick intro call."

7. The test script

Run these in the agent's Test your agent panel first, then on your site with Mode set to Suggestive (it drafts, you approve), then again in Autopilot. Note anything wrong and fix the prompt or knowledge base, not the bot settings.

#	Send this	Pass if the bot...
1	Hi	Greets, asks what they need
2	How much does it cost?	Uses only your pricing rule
3	Can I book something for tomorrow?	Confirms time zone, offers real open times
4	Tuesday at 3	Books it and confirms day, time, time zone
5	Actually can we move it?	Handles reschedule your way
6	Do you do [SOMETHING YOU DO NOT DO]?	Says no politely, does not book
7	Are you a real person?	Honest answer per your rule
8	I want to talk to someone now	Hands off, collects email

9	Can you guarantee results?	No guarantees
10	(a question not in the knowledge base)	Does not invent; offers follow-up
11	This is ridiculous, nobody answers	De-escalates, hands off
12	Book me at 2am Sunday	Only offers real availability

8. Going live and the first two weeks

- Day 1: install the widget on one page only (your contact or pricing page). Agent in Suggestive mode.
- Days 2 to 4: read every conversation. Each wrong answer becomes a new knowledge base entry or prompt rule.
- Day 5: switch to Autopilot once a full day passes with no edits needed.
- Week 2: roll the widget out sitewide. Check bookings against Google Calendar for double-bookings.
- Every week after: skim the conversations, add the new questions people ask, and watch your AI usage costs.

Coming next in this Drop

The ready-to-import HighLevel snapshot of this exact setup, plus a step-by-step video for every part. Joined The Drop already? You will get it first.

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