Noxelo

FREE GUIDE

How AI enquiry systems work for training providers

A plain-English guide to website assistants, lead qualification, routing options and the 14-day Noxelo trial.

Built for enquiry-led training businesses
HGV/LGV, CSCS, SMSTS/SSSTS, forklift, first aid, driving schools and similar providers that need faster replies to student enquiries.

Inside this guide	Why it matters
How the assistant handles website enquiries	So prospects get a useful response even when staff are busy or closed.
What lead details can be captured	So the team receives more than just a name and phone number.
Where enquiries can be routed	So the system can fit around email, spreadsheets, CRM tools or team notifications.

THE PROBLEM

Warm enquiries go cold when replies are slow

Training enquiries often arrive at the worst possible moment: during lessons, outside office hours, while calls are being handled, or after someone has compared several providers.

- A learner asks about availability, pricing or licence routes and waits for a callback.
- The team is busy, closed, or manually checking course details before replying.
- The student keeps comparing providers and may book with whoever responds first.
- Useful context gets lost when enquiries arrive through forms, phone calls, social media and email.

The Noxelo aim
Noxelo is designed to support the team, not replace it. The assistant responds quickly, qualifies the enquiry and passes useful details to the business while the lead is still warm.

CORE WORKFLOW

What happens after a visitor asks a question

The basic workflow is intentionally simple. The assistant handles the first response and prepares the enquiry for human follow-up.

Step	What happens	Business value
1. Visitor asks	A student asks about a course, date, location, price or next step.	The enquiry is handled immediately instead of waiting in a form inbox.
2. Assistant replies	The assistant answers from approved business information and asks the next useful question.	The response feels relevant, not generic.
3. Lead is qualified	The assistant captures intent such as course type, urgency, location and availability.	The team knows what the student actually wants.
4. Details are captured	Email, phone and notes are collected when the visitor is ready.	Follow-up can happen without chasing basic information.
5. Team is alerted	The structured enquiry is sent to the chosen destination.	The lead reaches the team while it is still fresh.

LEAD DETAILS

What the assistant can capture

The exact questions are tailored to the training provider. The goal is to collect enough detail for a useful follow-up without making the visitor feel interrogated.

Detail	Example	Why it helps
Training type	HGV, CSCS, forklift, first aid, driving school	Routes the enquiry to the right offer or team.
Course interest	Cat C, Cat C+E, CPC, green card, refresher training	Shows what the student is trying to book.
Location	Leeds, Manchester, Yorkshire, online/local area	Helps match the student to a realistic provider location.
Timing/urgency	Weekend, evening, ASAP, next month	Helps prioritise follow-up and available course dates.
Contact details	Name, email, phone	Gives the team a direct route to continue the conversation.
Source and notes	Website chat, ad campaign, late-night enquiry	Improves reporting and follow-up context.

LEAD ROUTING

Where enquiries can be sent

In the demo, the lead is delivered by email. In a real setup, Noxelo can route the same structured enquiry to the tools the provider already uses, depending on the agreed workflow.

Destination	Good for	Typical use
Email notification	Simple owner or admissions follow-up	A readable summary lands in the inbox with contact details and enquiry notes.
Google Sheets	Basic lead logging and visibility	Each lead is added as a row for review, reporting or export.
CRM	Teams already using systems such as HubSpot or Keap	Qualified enquiries can be synced into an existing sales or enrolment process.
WhatsApp/team alert	Fast awareness when the team is mobile	A short notification lets the owner or team know a warm lead is waiting.
Make.com workflow	Custom routing or multi-step automation	The enquiry can be passed between tools without rebuilding the website.

Important note
Routing options are configured during setup. Noxelo will confirm the right destination and any access requirements before connecting live business data.

SETUP

What Noxelo needs to configure the system

The setup is managed for the provider. The main job for the business is to supply accurate course information and approve the assistant before it goes live.

Setup item	What is needed
Business basics	Website, contact details, service areas, opening hours and preferred follow-up route.
Course information	Course types, typical questions, eligibility notes, locations, availability rules and pricing guidance where appropriate.
FAQ and tone	Approved answers for common questions and the tone the assistant should use with visitors.
Routing destination	Where leads should go: inbox, spreadsheet, CRM, WhatsApp/team alert or another agreed workflow.
Testing and approval	A short test conversation to confirm the assistant answers correctly and captures useful details.

Typical timing
Once the required access and business details are available, a simple Noxelo setup is usually live within 48 hours.

TRIAL

Start with a low-friction 14-day trial

The trial is designed to show whether faster response and cleaner lead handling can help the training provider before committing to a longer rollout.

- 14-day trial for suitable UK training providers.
- £99 onboarding deposit.
- Deposit is refunded if Noxelo is not the right fit.
- Managed setup based on the provider's website, FAQs and routing preference.
- After the trial, full rollout pricing depends on the plan and integrations required.

Next step
Email hello@noxelo.co.uk with your website, training niche and preferred lead destination. Noxelo can then confirm whether the 14-day trial is a good fit.

noxelo.co.uk