



Suhas Bhairav

AI Inbound Lead Scoring and Enrichment Workflow

Automate inbound lead scoring with AI-powered enrichment for faster, higher-quality outreach

Automatically prioritize inbound leads using AI-powered enrichment and signals before sales outreach.

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Inbound Lead Scoring Goals

Define objective and scope for AI in lead intake and scoring. Align with revenue metrics and human oversight.

Key move Start with a 2-week pilot, then measure guardrails.

PRACTICAL CHECKLIST

- 01** Map inbound form data to lead attributes: company size, industry, signals.
- 02** Identify data sources: public firmographics, tech signals, public records.
- 03** Define automation scope: capture, enrichment, scoring, routing.
- 04** Mark data requiring human review: invalid emails, missing fields, dubious domains.
- 05** Track metrics: time-to-engagement, lead-to-opportunity, enrichment rate.
- 06** Establish governance: approvals, privacy, retention policies.

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What to Automate and Review

Automate data capture, enrichment, scoring, and routing. Keep human review for validation and risk signals.

Key move Document scoring criteria for auditability.

PRACTICAL CHECKLIST

- 01** Automate data capture from inbound form emails via parser or API.
- 02** Enrich: pull firmographics and tech signals from open sources.
- 03** Score: combine rules with AI signals and engagement history.
- 04** Route: assign priority and suggested outreach to SDRs.
- 05** Review: flag invalid or conflicting data for human check.
- 06** Privacy: minimize PII, respect data retention policies.

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Weekly Rollout Plan

A practical, 6-week plan to pilot AI-driven inbound scoring with minimal risk. This structure supports fast iteration with clear guardrails.

Key move Limit scope to one inbound channel in the pilot.

PRACTICAL CHECKLIST

- 01** Week 1: define data fields, sources, and consent requirements.
- 02** Week 1-2: build a parser to extract lead data from emails.
- 03** Week 2-3: connect enrichment services for firmographics and tech signals.
- 04** Week 3-4: implement scoring model with rules and AI signals.
- 05** Week 4-5: set up routing and dashboards for SDRs.
- 06** Week 5-6: run pilot on 100 leads; collect results and feedback.
- 07** Week 6: refine thresholds, document learnings, plan expansion.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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