

# WorkflowFence

Practical automation for service businesses

## 2-Minute Stack Chooser

Pick a simple booking + CRM + automation combo you will actually use. Don't overbuild.

### **Q1: Do customers need to pick a specific staff member or service?**

- Yes !' use booking with service/staff routing.
- No !' basic scheduling is fine.

### **Q2: Do you quote before booking jobs?**

- Yes !' CRM matters more than booking. Start CRM-first.
- No !' booking-first is fine.

### **Q3: What breaks your day most?**

- Missed leads !' auto-reply + CRM deal creation.
- No-shows !' reminders + reschedule links.
- Admin overload !' automation glue + templates.

### **Recommended starter stack**

- Booking: Calendly or Acuity
- CRM: Pipedrive (simple) or HubSpot (free-first)
- Automation: Zapier (simple) !' Make (advanced later)

[workflowence.com](http://workflowence.com)