Lead Management for WordPress Workflows

Operational clarity without CRM complexity.

LeadFlow Dashboard transforms website enquiries into a modern operational lead management system inside WordPress.

Custom implementation available →

Built for real business workflows

Lead capture agnostic · WordPress-native · CRM-lite workflows · Custom dashboards

THE PROBLEM

Leads should not disappear into inboxes and spreadsheets.

Many businesses generate valuable enquiries through their websites, but the operational follow-up often happens manually and without clear visibility.

Lost enquiries
Website leads can easily become buried in inboxes, forwarded emails and disconnected conversations.

Spreadsheet chaos
Manual tracking works at first, but quickly becomes messy when enquiry volumes increase.

CRM overload
Full CRM systems are often expensive, complex and filled with features many businesses never use.

THE SOLUTION

A lightweight operational dashboard built around your lead capture process.

LeadFlow Dashboard turns website enquiries into structured lead management workflows that are easy for teams to understand and use. Gravity Forms is a natural fit, but the system can be adapted around the lead capture tools and workflows your business already uses.

Lead statuses
Track Pending, Successful and Lost leads clearly.

Advanced filtering
Search, filter and sort entries quickly.

Dashboard analytics
See operational data at a glance.

Exports
Export structured data when required.

Team access
Create user-specific views and workflows.

Vendor workflows
Manage vendor or partner-specific leads.

Responsive UI
Designed for desktop, tablet and mobile.

Custom logic
Tailored around your operational process.

01 Lead captured
A visitor submits an enquiry through your website.

02 Data organised
The enquiry appears in a structured operational dashboard.

03 Status assigned
Your team tracks progress, priority and outcome.

04 Workflow managed
Follow-ups, vendor flows and internal actions stay visible.

05 Reporting visible
Dashboards and exports show operational performance.

Starts with your website
Capture leads from forms, enquiry pages or tailored workflows.

Lives inside WordPress
Keep operations close to the website without another complex platform.

Customised per business
Adapt statuses, filters, access and dashboards around real-world processes.

WHY NOT JUST USE A CRM?

Purpose-built workflow management without unnecessary bloat.

Traditional CRM Systems
- ✕ Often expensive for smaller operational teams.
- ✕ Complex onboarding and platform training.
- ✕ Another external system, login and data silo.
- ✕ Bloated functionality that may never be used.

LeadFlow Dashboard
- ✓ Built directly into your WordPress environment.
- ✓ Focused on practical lead and workflow management.
- ✓ Tailored to the way your business actually works.
- ✓ Faster adoption with less operational overhead.

IDEAL FOR

Businesses that need visibility, structure and follow-through.

Property
Manage buyer, seller, rental or valuation enquiries.

Legal
Track incoming matters and client enquiry workflows.

Finance
Manage application, quote or consultation leads.

Events
Track suppliers, venues, packages and customer enquiries.

Medical
Organise appointment and service enquiries.

Recruitment
Manage candidates, employers and applications.

Agencies
Structure lead intake and client request workflows.

Services
Convert website enquiries into operational action.

CUSTOM IMPLEMENTATIONS AVAILABLE

Turn website enquiries into managed workflows.

LeadFlow Dashboard is tailored around your business process, your Gravity Forms data and the way your team manages enquiries day-to-day.

Discuss LeadFlow Dashboard →

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