

CASE STUDY

Lake Nona Performance Club

AI-Powered Inbound Voice Assistant — Maya

watch case study on youtube: https://youtu.be/yN_q2rY1sIY

CLIENT	AGENT NAME	PLATFORM	CALL TYPE
Lake Nona Performance Club	Marissa	Retell + n8n	Inbound Membership Calls

Project Overview

Lake Nona Performance Club is a premier fitness, sports, and integrated wellness facility located in the Lake Nona Town Center in Orlando, FL. Far more than a traditional gym, the club offers 150+ pieces of equipment, 100+ group classes, 3 pools, 2 courts, an indoor track and turf, plus specialized programs including ROX Climbing Gym, EDGE Sports Performance, Mind-Body Zone, a full-service spa, youth programs, and personal training.

With a wide range of programs, membership tiers, and add-on amenities, prospective members frequently called with questions that varied widely — from general membership pricing to specific programs like swim lessons or sports performance training. The club needed a way to greet every caller with the same premium, knowledgeable experience the front desk delivers in person — while keeping staff focused on members already on-site.

The solution was Marissa — an AI-powered inbound voice assistant built on Retell and orchestrated via n8n — designed to answer membership and program questions accurately, guide callers toward the right fit, and book tours and consultations directly into the club's calendar.

Problem Statement

Lake Nona Performance Club's front desk team faced four recurring challenges with inbound calls:

- Missed calls during busy hours — front desk staff are often helping members in person, so phone calls go unanswered or get rushed.
- Too many programs to explain consistently — with climbing, aquatics, sports performance, spa, and youth programs all under one roof, callers got generic answers instead of the specific ones they needed.
- Tours booked inconsistently — whoever picked up the phone handled scheduling their own way, leading to double-bookings and missed follow-ups.

- Staff answering questions they shouldn't — medical or injury-related questions sometimes got informal answers on the phone instead of being sent to a specialist.

Solution

We built Marissa — a conversational AI voice assistant deployed on Retell — to handle inbound calls for Lake Nona Performance Club. Marissa greets every caller warmly, identifies their fitness goals or questions, answers from the club's official program and amenity knowledge base, and books tours or consultations directly — while escalating billing, medical, or complex membership questions to a human specialist.

KEY PRINCIPLE

Maya sounds like an energetic, knowledgeable club team member — warm, motivating, and confident, never scripted or pushy. Answers are pulled strictly from the knowledge base; nothing about pricing, schedules, or policies is ever invented. When information isn't available, Maya offers a specialist instead of guessing.

The Voice Assistant — Maya

Marissa is designed around making every caller feel like they've reached a real member of the Lake Nona Performance Club team — supportive, energetic, and genuinely interested in their goals. The system prompt enforces one-question-at-a-time pacing and strict accuracy: nothing is answered unless it's actually in the knowledge base.

The call flow follows a deliberate structure:

1	Greeting & Intent Discovery	Maya opens with a warm, club-branded greeting and quickly identifies what the caller needs — whether that's a membership question, a specific program, recovery services, or a tour request.
2	Knowledge Base Guidance	Maya answers questions about memberships, classes, training programs, amenities, recovery services, schedules, and policies — using only verified knowledge base content. Pricing, schedules, and program details are never invented.
3	Program Matching	With over a dozen programs available — ROX Climbing, EDGE Sports Performance, Mind-Body Zone, Aquatics, Youth Programs, and more — Maya listens for the caller's specific goal and points them to the most relevant offering.
4	Specialist Escalation	If a question falls outside the knowledge base, touches on medical or injury topics, or the caller asks for a specialist directly, Maya offers a transfer naturally and calls <code>transfer_call</code> — with a callback offered if the transfer fails.
5	Tour & Consultation Booking	Maya checks real-time availability via <code>check_availability_cal</code> , offers two date and time options, collects name, contact details, and email, then books the appointment with <code>book_appointment_cal</code> .
6	Confirmation & Closing	Maya confirms the booked date and time, asks if there's anything else the caller needs, and closes warmly by name — ending the call

on the same energetic, welcoming note it started on.

Knowledge-Grounded Accuracy

Given the breadth of Lake Nona Performance Club's programs — from competitive swim lessons to rock climbing to sports performance training — accuracy was a top priority. Maya is explicitly restricted from inventing pricing, schedules, or program details, and defaults to a specialist handoff whenever the knowledge base doesn't have a confident answer.

EXAMPLE INTERACTION

Caller: "Do you guys have anything for kids? My son is seven and loves climbing."

Maya: "Yes! We've actually got ROX, our rock climbing gym, plus our Youth Programs and Child Watch. Want me to set up a tour so you can see it in person?"

This approach keeps every answer trustworthy, protects the club from liability around medical or injury claims, and ensures callers are routed to a real specialist whenever a question goes beyond what Maya can confidently answer.

n8n Automation Backend

The backend consists of two functional layers: knowledge base–driven call handling and appointment booking.

1 — Knowledge Base Integration

Marissa responses are grounded in a structured knowledge base covering membership tiers, programs (LNPC Academy, Aquatics, Personal Training, Group Exercise, Mind-Body Zone, ROX Climbing, Sports Courts, Youth Programs, EDGE Sports Performance, The Spa at LNPC), amenities, and club hours. This keeps every answer aligned with what the club actually offers — with zero improvisation.

2 — Tour & Consultation Booking

When a caller is ready to visit, Maya calls `check_availability_cal` to retrieve open slots, presents two time options, and confirms the booking via `book_appointment_cal` once a time is selected. Captured details include:

- Caller name and phone number (auto-populated from caller ID)
- Email address for confirmation
- Service or program of interest

Confirmed bookings are written automatically to the club's scheduling system via n8n, eliminating the need for front desk staff to manually coordinate tour calendars.

3 — Specialist Transfer

For billing questions, medical or injury-related concerns, or any request a caller explicitly wants a human for, Maya acknowledges naturally and calls `transfer_call`. If the transfer attempt fails, Maya offers a callback rather than leaving the caller stuck.

Tech Stack

Component	Tool / Platform
Voice AI Agent	Retell
Automation / Orchestration	n8n
Knowledge Base	Programs, Amenities, Membership, Policy KB
Tour & Consultation Booking	<code>check_availability_cal</code> + <code>book_appointment_cal</code>
Human Escalation	<code>transfer_call</code> function → Club Specialist
Fallback Handling	Callback offer on failed transfer
Agent Language	English
Location Context	Lake Nona Town Center, Orlando, FL

Results

✓	Every inbound call answered with the same warm, premium club experience — regardless of front desk volume.
✓	Accurate, knowledge-grounded answers across a complex catalog of 10+ programs and amenities, with zero invented pricing or schedules.
✓	Medical, injury, and billing questions consistently and safely routed to a human specialist rather than answered informally.
✓	Tours and consultations booked directly into the calendar in real time — no back-and-forth, no scheduling conflicts.
✓	Front desk staff freed from routine phone inquiries, able to focus fully on members on-site.
✓	Callers with niche interests — youth climbing, aquatics, sports performance — matched quickly to the right program.
✓	Failed transfer attempts handled gracefully with a callback offer instead of a dead end.
✓	Consistent, branded phone experience that reflects the club's premium positioning at every touchpoint.