THE QUIET PROTOCOL
AI SYSTEMS & AUTOMATION

Home-Service Front Door Kit

A starter kit for HVAC, plumbing, roofing, restoration, garage-door, and field-service operators who need faster response, better after-hours intake, and cleaner front-door systems.

Owner-led home-service businesses and field-service operators

GUIDE

A starter kit for HVAC, plumbing, roofing, restoration, garage-door, and field-service operators who need faster response, better after-hours intake, and cleaner front-door systems.

WHAT THIS ASSET COVERS

- Front Door Score Tool for Small Businesses
- Missed Call Cost Estimator Guide for Home Services
- Home Service Speed-to-Lead Checklist
- After-Hours Call Intake Script for Service Businesses

SUGGESTED ROLLOUT

1. Score the current front door before changing tools or vendors.
2. Estimate the real missed-call and delayed-response cost.
3. Use the checklist to tighten response gaps across calls, forms, and texts.
4. Deploy the after-hours intake script so evenings and overflow stop sounding generic.

WORKING ASSET

Use this kit to repair the parts of the front door that usually leak revenue first: missed calls, slow response, weak handoff, and generic after-hours coverage.

DIAGNOSTIC SEQUENCE

Run the kit in this order:

1. score the current front door
2. estimate the cost of weak response
3. audit the live operating habits
4. replace weak intake language

That order matters because it moves from visibility to math to behavior to execution.

ASSET DEPLOYMENT PLAN

FRONT DOOR SCORE TOOL

Use it to expose the biggest leak before debating tactics.

MISSED CALL COST ESTIMATOR GUIDE

Turn the leak into a dollar-level conversation the owner and office can understand quickly.

HOME-SERVICE SPEED-TO-LEAD CHECKLIST

Use it as the operating audit for calls, web forms, handoff, and review rhythm.

AFTER-HOURS CALL INTAKE SCRIPT

Deploy it once the team agrees what “good” should sound like after hours and during overflow.

TEAM OWNERSHIP MAP

- Owner or GM: score review, revenue impact, escalation decisions
- Office lead or dispatcher: call handling, after-hours quality, routing discipline
- CSR or front desk: form follow-up, missed-call recovery, appointment clarity
- Field manager: reinforces what information the office must capture before dispatch

WEEKLY REVIEW RHYTHM

Monday: review missed calls, form lag, and any unowned opportunities from the prior week.

Wednesday: listen to two live or recorded interactions and coach tone, urgency handling, and next-step clarity.

Friday: compare booked work, lost work, and unresolved handoff failures against the scorecard.

FAILURE MODES

- the owner is still the default cleanup person
- emergency callers sound the same as low-urgency inquiries

- after-hours scripts collect messages but not decisions
- office and field teams disagree about what a “qualified” lead looks like

BEST FIT

HVAC, plumbing, roofing, restoration, garage door, pest control, locksmith, towing, and other owner-led field-service teams.

OWNER CHECKLIST

Use this checklist before the document gets handed to staff. The goal is to turn Home-Service Front Door Kit into a live operating habit, not a file that sits in a folder.

- Name the single person who owns the workflow this asset touches.
- Pull one week of real evidence before changing anything: missed calls, form timestamps, chat transcripts, text threads, booking records, CRM notes, review requests, and staff handoff messages.
- Mark every request where the customer waited too long, repeated information, received a vague next step, or dropped before booking.
- Decide whether the issue is caused by unclear language, weak ownership, missing automation, poor routing, low trust, or a broken follow-up rhythm.
- Choose one workflow to fix first. Do not try to change phone, chat, forms, CRM, reviews, and reactivation all in the same week.
- Write the current rule in plain language. If the team cannot say the rule clearly, the customer will feel that confusion.
- Decide what good looks like. Use a response-time target, a handoff target, a booking target, or a review-request target.
- Review this asset every Friday until the workflow is stable for four straight weeks.

STAFF MEETING AGENDA

Use this agenda in a 25-minute meeting with the people who answer, route, book, follow up, or manage the customer relationship.

1. Open with the customer moment this asset is meant to improve.
2. Read one recent customer example out loud without blaming anyone on the team.
3. Ask where the current process made the customer's next step slower, less clear, or less trustworthy.
4. Review the checklist and remove any item that does not affect the customer journey.

5. Assign one owner for first response, one owner for booking or follow-up, and one owner for proof capture.
6. Decide which channel gets fixed first: phone, website form, chat, text, social message, CRM task, or review request.
7. Choose one script from this document and use it live for the next seven days.
8. Schedule the next review before the meeting ends.

COPY/PASTE SCRIPTS

Use these scripts as starting points. Replace the wording with the business name, service categories, market, office hours, and escalation rules.

Fast acknowledgement: Thanks for reaching out. I have your request and I am getting the right next step in motion now. I will confirm the details before anything is booked or assigned.

Missing information: I can help with that. To route this correctly, I need the service address or location, the best callback number, what is happening, and how urgent this feels today.

Qualified but not ready: That makes sense. I do not want this to get lost. I will save the details here and follow up at the time that makes the most sense for you.

Follow-up after silence: Just checking back so this does not sit unfinished. Do you still want help with this, or should we close the request for now?

Review invitation after the agreed service milestone: Thank you for choosing [Business]. If you would like to share your experience, you can leave an honest review here: [Review link]. Your feedback is welcome.

Use the same invitation for all eligible customers, regardless of feedback. Do not offer an incentive, ask for a particular rating or withhold the public review link because someone raised a concern.

Internal handoff: New request captured. Customer need, urgency, location, source, and next action are listed below. Please confirm ownership before the opportunity cools off.

INTAKE WORKSHEET

Field	What to Capture	Why It Matters
Customer name	Full name and preferred contact method	Prevents duplicate records and weak callbacks
Source	Phone, website, chat, referral, Google, social, repeat customer	Shows which demand channels need better routing

Field	What to Capture	Why It Matters
Urgency	Emergency, soon, flexible, research only	Controls response priority and staff escalation
Service need	Plain-language description from the customer	Helps staff avoid forcing the buyer into internal categories too early
Location	Address, city, service area, or remote context	Confirms fit before the team spends time on the wrong lead
Next step	Book, quote, call back, send info, waitlist, close	Prevents warm demand from sitting without ownership
Owner	Person responsible for the next action	Makes accountability visible
Follow-up date	Specific date and time	Turns intent into a calendar reality

METRIC TRACKER

Metric	Target	Review Rhythm	Owner
First response time	Under 5 minutes for web leads and under 4 rings for calls	Daily	Front-door owner
Qualified next step captured	90 percent or better	Weekly	Intake owner
Booking or follow-up assigned	100 percent	Weekly	Office lead
Missed inquiry recovery	Same day when possible	Weekly	Follow-up owner
Review invitations sent at the agreed milestone	Track invitations / eligible customers, independent of sentiment	Weekly	Reputation owner
Unowned open opportunities	Zero by Friday close	Weekly	Owner or manager

DECISION RULES

- If the request is urgent, route it before collecting nice-to-have details.
- If the buyer is comparison shopping, prioritize speed, proof, and a clear next step.
- If the lead is qualified but not ready, assign follow-up instead of letting the record sit open.
- If the customer repeats information twice, the handoff failed.
- If staff are rewriting the same explanation manually, turn the explanation into a script, snippet, or automation.
- If a review request depends on memory, the business does not have a review system yet.
- If the same problem appears across phone, chat, forms, and CRM, the business needs a system fix, not another reminder.

HANDOFF SOP

Use this SOP whenever a request moves from one person, channel, or system to another.

1. Confirm the customer identity and preferred contact method.
2. Summarize the need in one sentence a new team member can understand.
3. Label urgency without exaggerating.
4. Attach the source channel so reporting stays useful.
5. Record what the customer was promised.
6. Assign the next action to a named person or system.
7. Set a follow-up time.
8. Close the loop with the customer when the next action is complete.

A handoff is not complete when the note is written. It is complete when the next owner accepts responsibility and the customer knows what will happen next.

30-DAY ROLLOUT

Week 1: Audit the current workflow. Pull real examples and mark where response, routing, trust, booking, or follow-up breaks down.

Week 2: Test the working language. Use the scripts and worksheet on live customer requests. Keep the test narrow enough that the team can actually follow it.

Week 3: Add measurement. Review first response, qualified next step, booking assignment, follow-up completion, and proof capture. Fix the weakest metric first.

Week 4: Decide what should be systemized. If the workflow now works with manual ownership, keep it as an SOP. If it still depends on memory, install automation or move it into a managed AI Business Operating System.

IMPLEMENTATION NOTES

This asset is meant to be edited. Replace generic wording with the business name, service categories, staff roles, escalation rules, pricing boundaries, service-area rules, and follow-up timing. Keep the parts that make the team faster and remove anything that adds ceremony without improving the customer journey.

The best use of Home-Service Front Door Kit is not to make the business look organized on paper. The best use is to make the next customer easier to answer, easier to qualify, easier to book, easier to follow up with, and easier to turn into visible proof.

DEPLOYMENT NOTES

HOW STRONG TEAMS USE THIS ASSET

- Assign one accountable owner instead of letting "Home-Service Front Door Kit" become shared but unmanaged work.
- Use it with owner-led home-service businesses and field-service operators in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

30-DAY ROLLOUT SEQUENCE

- Score the current front door before changing tools or vendors.
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WHAT SEPARATES A SERIOUS RESOURCE FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.

- Specific working components: Front Door Score Tool for Small Businesses, Missed Call Cost Estimator Guide for Home Services, Home Service Speed-to-Lead Checklist, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.