

After-hours lead follow-up: what happens at 10 PM

Plumbing emergency, lead form submitted Tuesday 10:14 PM

1

Lead submits form on website

Customer fills out the contact form: "Water heater leaking, water everywhere." Form data hits the CRM in under 2 seconds.



2

AI sends SMS within 30 seconds

"Hi Sarah, this is Mike with Acme Plumbing. Saw your message about the water heater. That sounds urgent. Are you able to shut off the water main right now?"



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AI qualifies the situation

Asks 2-3 clarifying questions: how bad is the leak, is the water shut off, what's the address. Decides if this is a true emergency or can wait until morning.



3

Routes to on-call tech

If emergency: pages the on-call plumber with the address and a one-line summary. If not urgent: books the first available slot for tomorrow and confirms with the customer.



4

Customer gets an ETA

"Tom is on his way. He'll be there in about 35 minutes. He'll call you when he's 10 minutes out." Customer stops shopping for another plumber.



5

Owner gets a morning summary

7 AM: "3 leads came in overnight. 1 dispatched (Sarah, water heater). 1 booked for 9 AM. 1 was a price shopper, asked for a callback Wednesday."