Holiday mode: after-hours call coverage when the office closes for days

One closed-day calendar decides who gets paged, what callers are told, what gets booked for reopen week, and the hours Google shows. Example: a 5-truck heating and plumbing shop (illustrative).

1 · CLOSED-DAY CALENDAR (FILLED IN ONCE)

DATES	STATUS	OFFICE REOPENS
Thu 11/26 – Sun 11/29	Closed	Mon 11/30, 7 AM
Thu 12/24	Closes at noon	Mon 12/28, 7 AM
Fri 12/25 – Sun 12/27	Closed	Mon 12/28, 7 AM
Thu 12/31	Closes at 2 PM	Mon 1/4, 7 AM
Fri 1/1 – Sun 1/3	Closed	Mon 1/4, 7 AM

The reopen column is the most-used field. Every greeting, text, and banner pulls its date from it.

2 · ON-CALL ROUTING BY DATE, NOT BY WEEK

THU 11/26	FRI 11/27	SAT 11/28	SUN 11/29
Luis	**Brent**	**Luis**	**Andy**
Brent has his kids			Luis driving back

0 MIN Page that day's tech → **10 MIN** No ack: page backup → **20 MIN** Call the owner, keep calling

Techs trade a day on the shared calendar and the routing follows. Nobody forwards a phone.

↓

A CALL OR TEXT COMES IN DURING THE CLOSURE

3 · SORTED AGAINST THE OWNER'S WRITTEN RULES

Page on-call now
EMERGENCY

- No heat, house under 60°F, or someone elderly, sick, or an infant there
- Water they can't shut off
- Sewage coming up into the house
- No water at all
- Frozen or burst pipe

One question, then on-call decides
GRAY AREA

- "Furnace keeps shutting off"
- AI asks: what does the thermostat read? Who's in the house?
- Luis gets a two-line summary: 66°F, two adults

Call now | Book Monday

Book it for reopen week
CAN WAIT

- Estimates and quotes
- Maintenance, a furnace that runs but rattles
- One slow drain, other drains fine
- Noisy water heater, still hot
- Billing questions

Gas smell skips the sort. Instant reply: leave the house, call 911 or the gas company's emergency line from outside. On-call is paged so someone follows up.

↓

EVERY CALLER HEARS THE REAL DATE

4 · MISSED-CALL TEXT WITH THE REOPEN DATE

Fri 11/27, 2:14 PM · missed call

"Tall Oak Heating & Plumbing here. We're closed for Thanksgiving and back Monday, Nov 30 at 7 AM. If you have no heat, water you can't shut off, or sewage backing up, reply and tell us, and we'll page our on-call tech right now. If it can wait, tell us what's going on and we'll hold you a time next week."

"Not an emergency, just want a price on replacing our water heater, it's 14 years old"

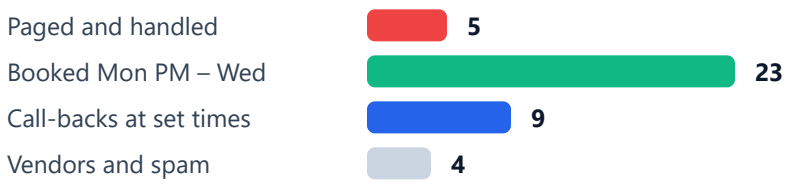
"Got it. We can come look Tue 12/1 at 1 PM, Wed 12/2 at 9 AM, or Wed at 3 PM. Which works?"

"Tuesday at 1"

Held: Tue 12/1, 1 PM, water heater estimate. Confirmation goes out Sunday evening.

5 · REOPEN-WEEK QUEUE, BOOKED DURING THE HOLIDAY

Thanksgiving closure: 41 contacts



MON AM Half held open for Monday's own no-heat calls

MON PM Backlog bookings

TUE – WED Backlog bookings

Sun 6 PM: the owner gets one list of everything holiday mode booked, fixes what looks wrong, taps approve. Confirmations go out that evening.

6 · SAME CALENDAR SETS GOOGLE BUSINESS PROFILE SPECIAL HOURS

THU 11/26	FRI 11/27	SAT 11/28	SUN 11/29
Closed	Closed	Closed	Closed
usually 7–5	usually 7–5	usually 8–12	usually closed

Phone greeting | Website banner | Missed-call text | GBP special hours

Google's help page says special hours cover closures of up to 6 days in a row and suggests confirming official holidays even when hours don't change. If an on-call tech still runs emergencies, say that in words: greeting, banner, and profile description.

TURNING IT ON

One hour Owner writes the emergency list, backup order, after-hours fee, Monday slots to hold. →

Sun 11/22 Dress rehearsal: holiday mode on for an hour, call from a personal cell. →

Thu 11/26 Holiday mode flips on from the calendar. →

Mon 11/30, 7 AM Back to normal hours. Office opens to a sorted page.

Rules we'd write in before Thanksgiving

Always say the date
"Back Monday, Nov 30 at 7 AM," never "we'll call you back."

The owner defines emergency
The AI sorts against the list. Gray areas go to the on-call tech.

Book, don't promise
Can-wait callers leave with a slot or a set call time.

Hold Monday morning
Half the first morning back stays open for new emergencies.