

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.

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY 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.
- Estimate the real missed-call and delayed-response cost.
- Use the checklist to tighten response gaps across calls, forms, and texts.
- Deploy the after-hours intake script so evenings and overflow stop sounding generic.

WHAT SEPARATES A SERIOUS VERSION 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.