

Towing Roadside Intake Kit

A starter kit for towing companies that want clearer ETA updates, fewer status callbacks, and more confident roadside communication.

Towing owners, dispatchers, roadside coordinators, and office teams

GUIDE

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WHAT THIS ASSET COVERS

- Towing ETA Update Text Pack
- Front Door Score Tool for Small Businesses
- Booking Readiness Checklist for Small Businesses
- Missed Call Text-Back Swipe File

SUGGESTED ROLLOUT

1. Send better ETA and delay updates so stranded customers feel informed.
2. Use the front-door score to expose callback and handoff leaks.
3. Improve booking and information capture around roadside jobs.
4. Recover missed calls faster with stronger text-back language.

WORKING ASSET

TOWING ROADSIDE INTAKE KIT

This kit helps towing operators reduce repeat ETA callbacks, tighten roadside communication, and make dispatch feel more reliable.

INCLUDED RESOURCES

- Towing ETA Update Text Pack
- Front Door Score Tool
- Booking Readiness Checklist
- Missed-Call Text-Back Swipe File

RECOMMENDED ROLLOUT

1. Build ETA updates into dispatch macros.
2. Define who owns status messaging when ETAs shift.
3. Audit callback volume before and after proactive texting.

WHAT GOOD LOOKS LIKE

- customers get proactive ETA updates instead of chasing the office
- dispatch and driver language feels aligned
- stranded callers feel informed, not ignored

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Towing Roadside Intake Kit" become shared but unmanaged work.
- Use it with towing owners, dispatchers, roadside coordinators, and office teams 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

- Send better ETA and delay updates so stranded customers feel informed.
- Use the front-door score to expose callback and handoff leaks.
- Improve booking and information capture around roadside jobs.
- Recover missed calls faster with stronger text-back language.

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: Towing ETA Update Text Pack, Front Door Score Tool for Small Businesses, Booking Readiness Checklist for Small Businesses, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.