REDACTED-STYLE REALISTIC DELIVERABLE

Bay City Emergency Plumbing stack leak audit.

This sample uses a fictional company and directional numbers, but the structure matches the buyer handoff: public evidence, leak hypothesis, stop-condition review, recovery report fields, and the next implementation decision.

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High leak risk

Vertical	**Emergency plumbing**
Likely leak	**After-hours form + missed call**
Annual opportunity	**$42k-$58k directional**
First fix	**Owner-visible recovery queue**

Observed intake path

- Primary CTA drives phone calls for emergency jobs.
- Quote form captures non-emergency requests but does not show response-time expectation.
- After-hours promise exists, but no visible text-back option appears on public pages.
- Ads increase off-hours demand, making slow reply time more expensive.

Leak hypothesis

The business probably wins when a dispatcher answers live. It likely loses when a caller abandons after one missed attempt or when a web lead waits until the next morning.

Main risk: no owner-visible list of missed or slow-response leads that still need recovery.

Stop-condition checklist

EVENT	CURRENT RISK	FIX
Missed call	Caller may leave no voicemail and never enter CRM.	Log event, send text-back if compliant, alert owner until replied/booked/lost.
After-hours form	Lead waits until office opens while competitors respond.	Instant acknowledgement plus morning owner queue.
Duplicate inquiry	Team may double-reply or overwrite source.	Merge by phone/email and preserve original source.
Booked job	Recovery sequence may continue after booking.	**Stop on booked/replied/not interested.**

Recovery report fields

- Lead source: missed call, form, after-hours, duplicate, stale quote.
- First response time and current owner.
- Status: active, replied, booked, lost, cold, opt-out, spam.
- Next action due and stop reason.
- Directional recovered opportunity estimate.

Workflow questions

- Where do missed calls appear today?
- Who sees form leads after hours?
- What proves a lead has been called back?
- What stops follow-up after reply, booking, or opt-out?

- Which report does the owner check daily?

Recommended next step

Do not replace the CRM yet. Add a lightweight recovery report first: missed call, form lead, first response time, current owner, status, and stop reason. If 30 days of data shows enough recovered jobs, then automate the text/email path and consider voice coverage for off-hours spikes.

Close path: free snapshot first, fixed-scope $500 Stack Leak Audit if the leak is worth mapping, then $2,750 setup only when implementation has a clear payoff.