

FOR THE TRADES

Stop missing the call. Start winning the job.

A practical guide to putting AI voice agents and digital workers to work in a trades business.

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FOR

**Plumbers, electricians,
builders and every trade
with a phone**

FOREWORD

A note from us.

Here is a number worth sitting with. Most trades businesses are a single person or a small team. Of Australia's 2.73 million actively trading businesses, more than 1.7 million are sole operators with no-one else to answer the phone.¹ So when you are on the tools, with your hands inside a switchboard or halfway up a ladder, a real share of the calls that come in simply ring out. The customer rings the next name on the list. The job is gone before you ever knew it existed.

That is the problem this guide is about. Not artificial intelligence as a buzzword, not robots taking over, but a simple, practical question: what if every call got answered, every enquiry got logged, every quote got followed up, and you never had to think about it again?

That is what an AI voice agent does. It picks up when you cannot. It talks like a person, books the job into your calendar, captures the

details, and texts you the summary. It works at 7am, at 9pm, and on a Sunday when you are with your family. It does not get sick, it does not quit, and it costs a fraction of a part-time receptionist.

We built Agntic.ai to make this genuinely simple. You can stand up a working digital worker in about five minutes. But the businesses that get the most out of it spend a little time first thinking about how they actually want calls handled. This guide walks you through both: the quick win, and the groundwork that makes the quick win stick.

Read it end to end. It is short on jargon and long on practical detail. By the last page you will know exactly what this technology does for a trades business, what it costs you to keep ignoring it, and how to get started this week.

¹ Australian Bureau of Statistics, Counts of Australian Businesses, June 2025. The ABS reports the construction industry, where most trades sit, at \$633.6 billion in total income for 2023-24.

CONTENTS

What's inside.

01	The missed-call problem	05
02	What agentic AI actually is	08
03	The five jobs it does for a trades business	11
04	A day on the tools, two ways	16
05	What it costs you to do nothing	19
06	Getting started in a week	22
07	Three trades in practice	26
08	The worries, answered honestly	30
—	Your first seven days	33

SECTION ONE

The missed-call problem.

Every call that rings out is a job handed to the next business on the list. Here is what that actually costs, and why it is the easiest money you are leaving on the table.



01.1 THE PHONE IS YOUR SHOPFRONT

For a trades business, the phone is the whole front counter.

A retailer has a shop. A cafe has a window. You have a phone, and most of the time you cannot get to it.

Think about how a customer actually finds you. Their hot water system dies on a Tuesday night. The power trips and will not reset. A tap has been dripping for a month and they have finally had enough. They pick up the phone, search your trade and their suburb, and start calling names from the top of the list.

Here is the part that matters: they are not loyal yet. They have never met you. They are calling three or four businesses in a row, and whoever answers first and sounds like they can help is the one who gets the job. The rest never even register as a missed opportunity, because the customer never left a message.

That is the brutal maths of a trades phone. A missed call is almost never a voicemail you can return later. It is a customer who has already moved on by the time you wipe your hands and check the screen. The job was won or lost in the ten seconds it took someone else to say "good morning."

Why trades miss so many calls

It is not a discipline problem. It is the nature of the work. You are on the tools, which means your hands are full, your gloves are on, the drill is going, or you are in a roof cavity with no signal. You physically cannot answer, and you should not be expected to.

Then there are the calls that come in after hours, on weekends, and during the jobs where stopping to take a call would cost you more than the call is worth. Add it up across a week and the number of genuine enquiries that never reach you is far larger than most trades realise.

The cost is invisible, which is why it is dangerous

If a supplier overcharged you by a few hundred dollars a week, you would notice and you would act. Missed calls cost more than that for most trades businesses, but the cost is invisible. There is no invoice for the job you never knew about. So it never gets fixed.

01.2 THE MATHS OF A LOST CALL

One missed call a day is a serious chunk of your year.

You do not need to miss many calls for it to matter. The numbers stack up fast, and they compound.

23%

Of businesses never respond to an enquiry at all, and the average reply takes 42 hours. In a trade, the customer has booked someone else long before then.¹

48%

Of homeowners say it is hard to find a reliable tradie who turns up when they need one. The business that answers first is the one that wins.²

24/7

When enquiries actually arrive. Burst pipes and dead switchboards do not keep business hours.

Run it through for your own business. Say you miss one genuine enquiry a day. That is five a week, and comfortably two hundred or more across a working year once you allow for the after-hours calls you never even see.

Now apply your own conversion rate and your own average job value. Even if only half of those missed enquiries would have turned into work, and even on a modest average job, you are looking at a number that would change most trades businesses materially. For many it is the difference between putting on another apprentice or not.

The follow-up leak

Missed calls are only the first hole in the bucket. The second is the quote that goes out

and never gets chased. You measure up, you write it up, you send it, and then you are flat out on the next job and you never follow up. The customer drifts, picks someone who did chase, and you have done the hard unpaid work of quoting for nothing.

The third leak is the no-show and the forgotten booking. A customer books a Tuesday, forgets, and is out when you arrive. An hour of your day gone, fuel burned, and a gap in the schedule you could have filled.

None of these are laziness. They are the natural result of a small team trying to be in three places at once. They are also, every one of them, exactly the kind of work a digital worker is built to take off your plate.

¹ Harvard Business Review, "The Short Life of Online Sales Leads," Oldroyd, McElheran and Elkington, 2011, an audit of 2,241 companies.

² EY Sweeney and L.E.K. Consulting, "The On-Demand Tradie Economy," research commissioned by hipages, surveying Australian tradies and homeowners.

01.3 THE OPPORTUNITY

The good news is that this is the easiest problem you have to fix.

Most of the hard problems in a trades business do not have clean solutions. You cannot magic up more hours in the day, more good tradespeople to hire, or cheaper materials. But the missed-call problem is different. It has a clean, cheap, available fix, and that is unusual enough to be worth your attention.

You do not need to answer every call yourself. You need every call answered. Those are very different things, and the gap between them is where the money is.

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An AI voice agent answers the calls you cannot. It does it instantly, it does it well, and it does it every hour of every day. The customer with the flooded laundry gets a calm, competent voice that takes their details, understands the urgency, and books them in, instead of a ring-out and a dial tone.

The rest of this guide is about exactly how that works, what it does beyond answering the phone, what it costs, and how to get it running in your business this week. We have kept it practical. No theory you cannot use, no jargon you have to decode.

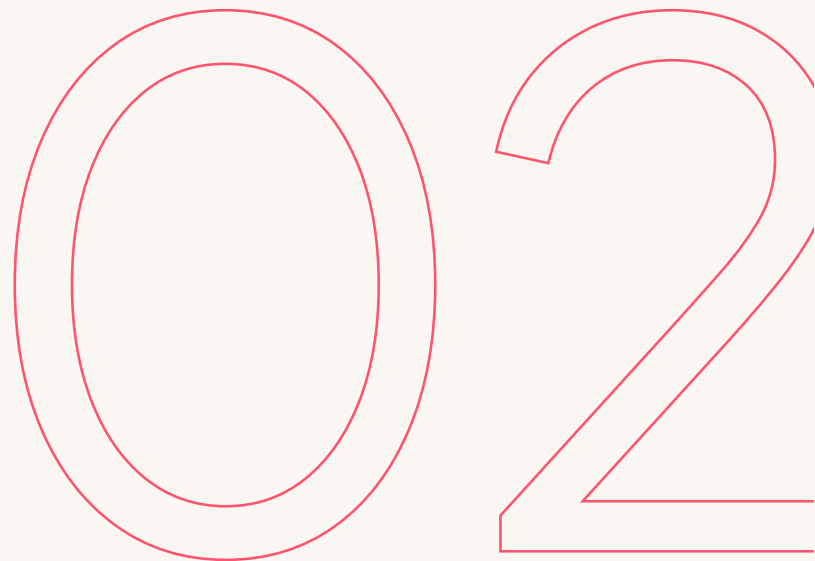
What to take from this section

If you remember one thing, make it this: the phone is your shopfront, you are missing more of it than you think, and the cost is real even though no invoice ever lands on your desk. Everything that follows is about plugging that leak and the two others that sit right behind it.

SECTION TWO

What agentic AI actually is.

Forget the hype and the headlines. In plain terms, this is a digital worker that answers your phone, books your jobs, and chases your quotes. Here is how it really works.



02.1 NOT A CHATBOT, A WORKER

Think of it as an apprentice who only does the phone, and never sleeps.

There is a lot of noise about AI right now. Cut through it and the idea is simple. **A digital worker does a job, it does not just answer questions.**

The easiest way to understand agentic AI is to stop thinking about technology and start thinking about a person. Imagine you could hire someone whose entire job is to handle the phone and the admin around it. They answer every call on the first ring in a friendly, professional voice. They know your business, your services, your area, and your prices. They book jobs straight into your calendar, take down all the right details, and send you a text summary of every call.

That is what a digital worker is. The "agentic" part just means it can actually do things, not only talk. A normal chatbot answers a question and stops. A digital worker takes the booking, checks the calendar, sends the confirmation text, and adds the job to your list. It completes the task end to end, the way a good employee would.

How it is different from the things you already know

You have probably used an automated phone menu, the "press one for sales" kind.

Customers hate them, and rightly so. A digital worker is the opposite. There is no menu. The customer just talks, in normal language, and the agent understands and responds like a person would.

It is also different from a basic answering machine or voicemail. Those just take a message and hope you call back. A digital worker handles the whole conversation, gets the customer what they need then and there, and only involves you when it genuinely needs to.

It sounds like a person

This is the part that surprises people. The voice is natural. It pauses, it listens, it handles interruptions, and it speaks in your business's tone. Most callers cannot tell, and the ones who can usually do not mind, because they got helped quickly and politely. We will deal with the "will it sound like a robot" worry head-on in Section 08.

What it actually does, in six parts.

You do not need to understand any of this to use it. But if you like to know how your tools work, here is the whole machine in plain terms.

01

Answers the phone

Picks up instantly, every time, in a natural voice that speaks for your business. No menus, no hold music, no ring-out.

02

Understands the job

Listens to what the customer needs, asks the right follow-up questions, and works out how urgent it is.

03

Books it in

Checks your calendar, offers real available times, and locks in the appointment while the customer is still on the line.

04

Captures the details

Name, address, phone, the problem, access notes. All written down accurately and sent to you, no scribbling on a docket.

05

Follows up

Sends confirmation texts, reminders the day before, and chases the quotes that have gone quiet, all on its own.

06

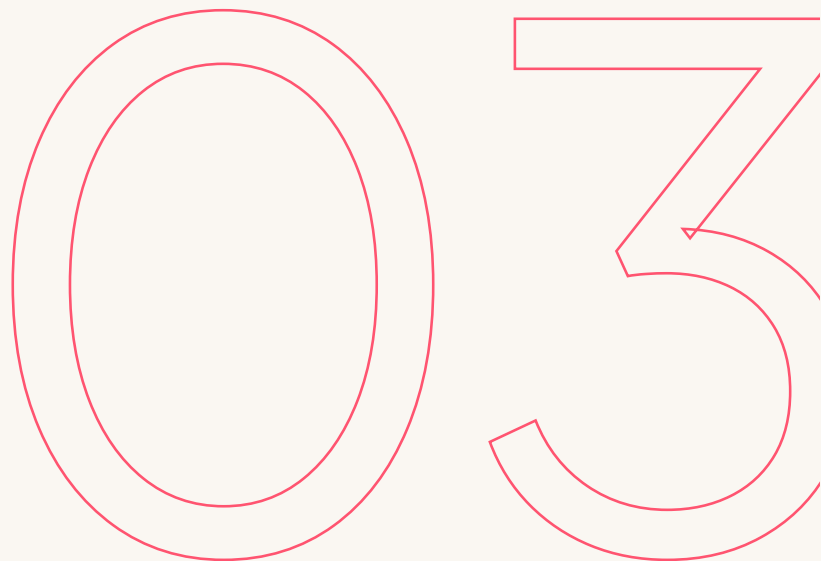
Knows when to call you

Handles the routine itself and passes the genuinely tricky or urgent calls straight through to you with the context already captured.

SECTION THREE

The five jobs it does for a trades business.

Forget the theory. These are the five concrete jobs a digital worker takes off your plate from day one, each with the before and the after spelled out.



03.1 JOBS ONE AND TWO

Answering the phone, and booking the job.

The first two jobs are the obvious ones, and the ones that pay for everything else on their own.

JOB 01

ANSWERING THE PHONE

Every call picked up, first ring.

Before: too many of your calls ring out. The customer with the burst pipe rings the next plumber and you never know they called.

After: every call is answered instantly in a friendly, professional voice that knows your business. Nothing rings out, ever, including nights and weekends.

WINS BACK

MISSED JOBS

JOB 02

BOOKING THE JOB

Straight into the calendar, while they are still on the line.

Before: you take a call mid-job, scribble a name on a docket, and hope you remember to call back and book it properly.

After: the agent checks your real availability, offers the customer a time, and locks it in. The booking is in your calendar before they hang up.

WINS BACK

ADMIN TIME

THE QUIET BENEFIT

It captures the things you forget to ask.

Parking, gate codes, which side of the house the meter is on, whether there is a dog. A well-set-up agent asks the access questions every time, so you turn up to a job you can actually start, not one where you are locked out and ringing the customer from the kerb.

03.2 JOBS THREE AND FOUR

Chasing the quote, and reminding the customer.

These two are pure found money. They fix the leaks that happen after the call, where most trades lose work without ever realising.

JOB 03

CHASING THE QUOTE

Following up so you do not have to.

Before: you send a quote, get busy, and never chase it. The customer goes with whoever followed up. Your unpaid quoting time is wasted.

After: a few days after a quote goes out, the agent checks in with the customer, answers their questions, and nudges them to a decision. Politely, every time.

WINS BACK

QUOTED WORK

JOB 04

REMINDING THE CUSTOMER

No more no-shows and empty driveways.

Before: a customer books, forgets, and is out when you arrive. An hour gone, fuel burned, a hole in your day you cannot fill.

After: the agent sends a confirmation when the job is booked and a reminder the day before. Fewer no-shows, fuller days, less wasted driving.

WINS BACK

WASTED TRIPS

WHY THIS MATTERS MORE THAN IT LOOKS

Following up is the job everyone knows they should do, and nobody has time for.

Ask any trade if they chase every quote and remind every customer. They will tell you they know they should, and that they never get to it. A digital worker does it without fail, without a day off, and without you having to remember. That consistency is worth more than it sounds.

03.3 JOB FIVE

Working the hours you cannot.

The fifth job is the one that runs while you sleep, and it is often where the biggest jobs come from.

Job five: after-hours and overflow

A lot of trades work is urgent, and urgent does not keep office hours. The hot water system fails on a Sunday night. The power goes out during dinner. A pipe lets go at 5am. These are not small jobs, and they go to whoever picks up.

Without help, those calls hit your voicemail or your mobile while you are asleep, out for the evening, or with the family. You either miss them or you let work bleed into every hour of your life. Neither is good.

The agent handles them. It answers the after-hours call, works out whether it is a genuine emergency or something that can wait until morning, and acts accordingly. A true emergency can be put straight through to you or your on-call tradesperson with the details already captured. Everything else gets

booked for the next available slot, and you wake up to a full schedule instead of a list of missed calls.

It also catches the overflow

Even during business hours, calls bunch up. Three come in at once while you are mid-job. Without help, two of them ring out. The agent answers all three at the same time without breaking a sweat, because it is not one receptionist, it is software that can hold as many conversations as you need at once.

The five jobs together

Answering, booking, chasing, reminding, and covering the hours you cannot. Put them together and you have, in effect, a full-time office person who never sleeps, never takes a sick day, and costs a fraction of one. That is the offer. The next section shows what it looks like across a single day.

03.4 WHICH JOB FIRST

You do not have to do all five at once.

Most trades start with one job, prove it works, and add the rest. Here is the order we usually recommend.

START HERE

STEP ONE

Answer the phone

The biggest, most obvious win. Switch on call answering first, let it catch the calls you are missing, and watch what comes in over the first fortnight.

EFFORT LOWEST

THEN

STEP TWO

Add booking

Once answering is humming, connect your calendar so the agent can book jobs directly. This is where the admin time really starts coming back to you.

EFFORT LOW

LATER

STEP THREE

Turn on follow-up

Add quote-chasing and reminders once the basics are second nature. This is the layer that quietly lifts your conversion and fills the gaps in your week.

EFFORT LOW

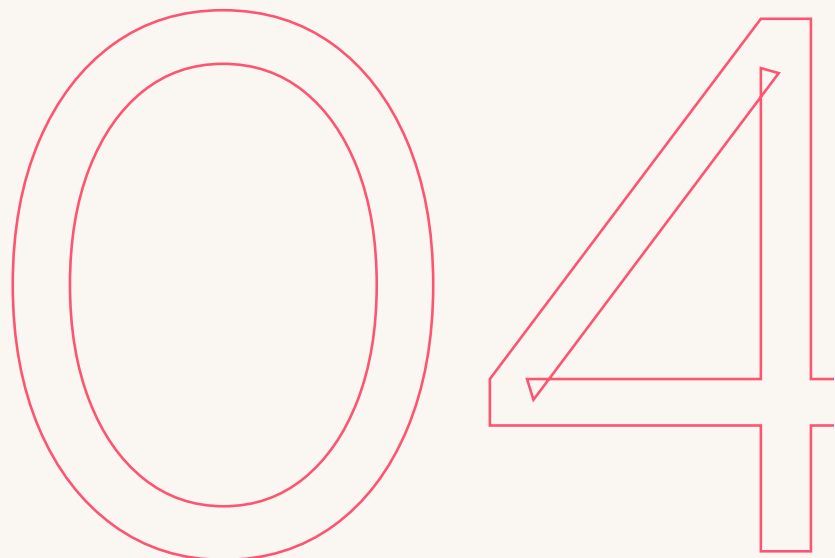
THE HONEST VERSION**The platform makes switching one on a five-minute job. The thinking is the valuable part.**

Standing up an agent technically takes minutes. What makes it work brilliantly is spending an hour first on how you want calls handled: what to say, what to ask, when to put a call through to you. Section 06 walks you through exactly that groundwork.

SECTION FOUR

A day on the tools, two ways.

The same Tuesday for the same electrician, once without a digital worker and once with. Watch where the day leaks, and where it stops leaking.



04.1 MEET SAM, SOLE-TRADER ELECTRICIAN

The morning, hour by hour.

Sam runs a one-van electrical business. Here is a typical Tuesday morning, the old way on the left, the new way on the right.

7:10

WITHOUT

Two missed calls already while driving to site. No idea who or what. Cannot call back safely.

WITH A DIGITAL WORKER

Both calls answered and booked. Sam gets two texts: a switchboard upgrade quote and a Thursday fault-find, already in the calendar.

9:30

WITHOUT

Phone rings in the roof cavity. Cannot answer. It rings out. Customer rings the next electrician.

WITH A DIGITAL WORKER

Call answered, customer's safety-switch problem triaged as urgent, slotted into a gap that afternoon.

11:00

WITHOUT

Three calls bunch up during a tricky job. One gets a rushed "call you back," the other two ring out.

WITH A DIGITAL WORKER

All three answered at once. Two booked, one given a clear answer about pricing and call-out fees.

12:30

WITHOUT

Eats lunch in the van returning the morning's voicemails. Two have already gone cold.

WITH A DIGITAL WORKER

Eats lunch. Glances at a tidy list of the morning's booked jobs. Nothing to chase.

04.2 THE REST OF THE DAY

The afternoon, and the tally.

2:00

WITHOUT

A customer Sam quoted last week goes with another electrician. The quote was never followed up. Sam never finds out why.

WITH A DIGITAL WORKER

That same customer got a friendly follow-up two days ago, asked one question, and said yes. Job booked.

4:30

WITHOUT

Tomorrow's first customer has forgotten the booking. Sam will arrive to an empty house and lose an hour.

WITH A DIGITAL WORKER

Tomorrow's customer got a reminder text. They have replied to confirm. The day will start on time.

7:45

WITHOUT

A burst-of-sparks emergency call comes in during dinner. Sam misses it. It was a big after-hours job.

WITH A DIGITAL WORKER

The emergency is triaged, confirmed genuine, and put straight through to Sam with the address and the problem already captured.

THE DAY'S TALLY

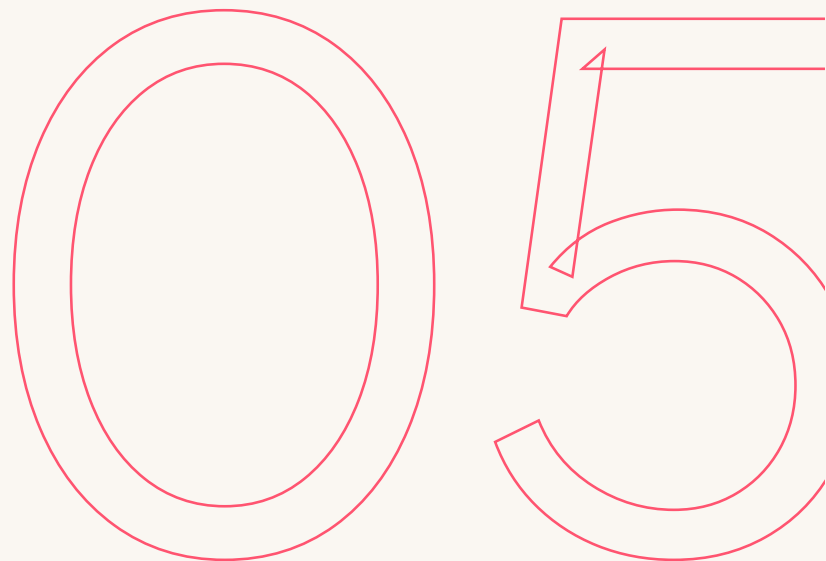
Same Sam, same Tuesday. One version leaks five jobs. The other catches them.

Nothing about Sam changed. The work was just as hard either way. The only difference is whether the phone got answered and the follow-ups got done. That is the whole game, and it is entirely fixable.

SECTION FIVE

What it costs you to do nothing.

Doing nothing is not free. It has a price, you pay it every week, and it does not show up on any invoice. Here is how to work out your own number.



— 05.1 THE LEAKY BUCKET, IN DOLLARS

Four leaks, one bucket, your money.

Every trades business has the same four leaks. None of them shows up on an invoice, which is why they go unfixed. Size your own, then weigh it against the fix.

Missed calls. Every unanswered call rings the next name on the list, and nearly a quarter of businesses never respond to an enquiry at all.¹

Your biggest leak

Unchased quotes. Speed decides the job. Respond within the hour and you are far more likely to win the conversation than if you wait even an hour longer.¹

Found money

No-shows and wasted trips. Forgotten bookings and empty driveways burn an hour and a tank of fuel each. Confirmations and reminders cut them sharply.

Hours every week

After-hours jobs lost. Burst pipes and dead switchboards do not keep business hours, and emergency work is premium work that goes to whoever picks up.

Premium-rate work

The total is almost always many times the cost of fixing it.

YOUR NUMBER

The biggest leak is almost always the missed call. You cannot put a clean figure on a job you never knew about, which is exactly why it stays invisible and never gets fixed. The thing that decides it is speed: answer fast and you win the customer, answer slow or not at all and they are already gone.¹ There is a time cost too. The average tradie loses around 14 hours a week to quoting and

admin, hours that are not on the tools and not earning.²

Work out your own version on the back of a docket. Take your average job value, multiply by the genuine enquiries you estimate you miss in a week, then by the share you would normally win. That is your missed-call leak alone, before you add the other three. The other three are gravy.

¹ Harvard Business Review, "The Short Life of Online Sales Leads," Oldroyd, McElheran and Elkington, 2011.

² EY Sweeney and L.E.K. Consulting, "The On-Demand Tradie Economy," research commissioned by hipages.

05.2 WHAT THE FIX COSTS

The fix costs less than the leak, by a wide margin.

Here is the part that makes this an easy decision. A digital worker costs a small monthly fee, in the rough order of what you might pay for a couple of trade-magazine ads or a modest tools budget. It is a fraction of a part-time receptionist's wage, and a tiny fraction of a full-time one, with none of the on-costs, sick days, or training.

If catching one extra job a month covers the cost for the year, the only real question is how many extra jobs you are catching. For most trades, it is a lot more than one.

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Set the monthly fee against the leak you worked out on the previous page. For almost every trades business, the fee is recovered by winning back a single missed job, sometimes a single after-hours emergency. Everything after that is profit you were previously leaving on the table.

The cost that is not money

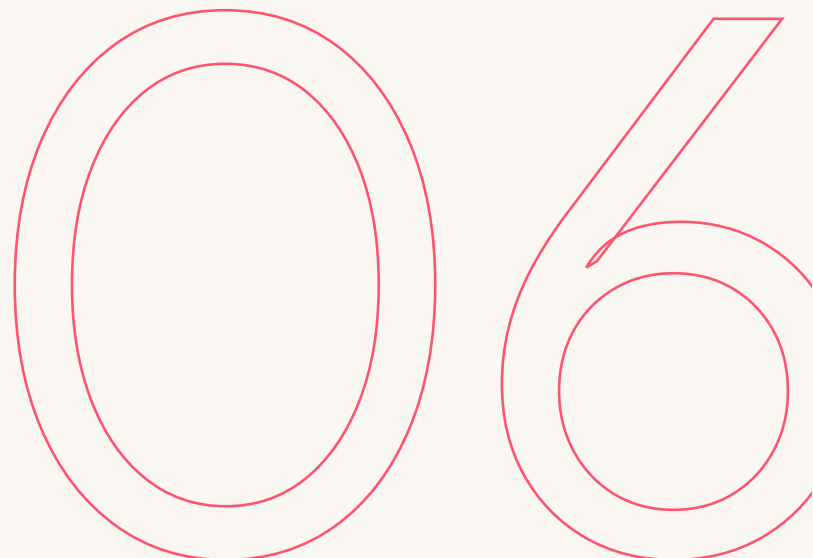
There is a second cost to doing nothing, and it is the one that wears trades down: the mental load. The nagging sense that you are missing calls. The quotes you know you should chase. The work bleeding into your evenings and weekends because the phone never stops being your problem.

Handing that to a digital worker buys back something you cannot easily price: the ability to be on a job, or at home, without the phone being a constant tug on your attention. Plenty of trades say that peace of mind is worth the fee on its own.

SECTION SIX

Getting started in a week.

You can switch on a working agent in five minutes. To make it genuinely good, spend a bit of the week on the groundwork. Here is the whole plan.



— 06.1 BEFORE YOU SWITCH ANYTHING ON

An hour of thinking makes the five-minute setup pay off.

None of this is hard, and none of it needs a computer. Most of it you can sort out in your head on the drive home. Jot the answers down before you start.

What does the agent need to know?

Write down the basics a good office person would know: your trade and the services you offer, the areas you cover, your rough hours, whether you charge a call-out fee, and how you like to handle quotes. This is the knowledge the agent answers from. The more you give it, the better it sounds.

What should it say?

Decide how you want to be answered. The business name, a friendly greeting, the tone. Plain and no-nonsense, or warm and chatty. It is your shopfront, so it should sound like you, not like a call centre.

What counts as urgent?

This is the important one for trades. Decide what a genuine emergency looks like for your trade, and what should happen when one comes in. Put it straight through to your mobile? To an on-call number? Take the details and flag it as priority? Spell this out and the agent will triage exactly the way you would.

When should it hand over to you?

Decide the line between what the agent handles and what comes to you. Routine bookings and common questions, it handles. A big commercial quote, an unusual job, or anything it is unsure about, it passes to you with the details captured. You set where that line sits.

KEEP IT SIMPLE TO START

You can change all of this later in seconds.

Do not agonise over getting it perfect. Get the basics down, switch it on, listen to how a few real calls go, and adjust. The agent is changed in seconds, not rebuilt. The first version just needs to be better than a phone that rings out, which is a low bar to clear.

06.2 THE ONE-WEEK PLAN

From decision to live, inside a week.

Here is a realistic week. None of these days is a big lift. Most are an hour or less around the jobs you are already doing.

DAYS 1-2

SET UP

Switch it on

Create your agent and give it the basics from your groundwork notes. Point your number, or a new number, at it. This is the five-minute part.

TIME UNDER 1 HR

DAYS 3-4

TEST

Ring it yourself

Call your own agent. Pretend to be a customer. Try a booking, a price question, a fake emergency. Tweak the wording until it sounds right.

TIME 30 MIN

DAYS 5-7

GO LIVE

Let it run

Switch it on for real calls, starting with after-hours and overflow if you want to ease in. Read the call summaries each evening and adjust.

TIME 10 MIN/DAY

EASING IN, IF YOU WANT TO**There is no wrong way to start.**

If handing over all your calls at once feels like a leap, do not. Start by pointing only your after-hours and missed calls at the agent, so it catches what you are currently losing without touching the calls you already answer well. Once you trust it, and most trades do within a fortnight, move more across. The only wrong move is leaving the phone ringing out while you decide.

06.3 WHAT IT TAKES FROM YOU

What you need, and what you do not.

Trades are rightly wary of tech that needs a degree to run. This does not.

A phone number

Your existing business number, or a new one we help you set up. The agent answers it.

A calendar

Whatever you already use to track jobs. The agent books into it. If you do not use one yet, a simple one is fine.

Your basics written down

Services, areas, hours, call-out fee, what counts as urgent. The groundwork from two pages ago.

About an hour, once

To set it up and test it. After that it runs itself with a few minutes a day.

What you do not need

You do not need a computer person, an IT budget, or any technical skill. You do not need to change how you work, replace your phone, or learn a complicated system. You do not need to commit to a long contract to try it, and you do not need to hand over everything at once.

You especially do not need to understand how the AI works under the bonnet, any more than you need to understand how your ute's engine management system works to drive to a job. You just need it to start every morning and get you there. This does.

SECTION SEVEN

Three trades in practice.

Three composite examples drawn from how trades businesses actually use this: a sole-trader electrician, a small plumbing firm, and a multi-van HVAC business.



07.1 THE SOLE TRADER

One van, no office, every call answered.

The electrician

SOLE-TRADER ELECTRICIAN
DOMESTIC & SMALL
COMMERCIAL

THE PROBLEM

ON THE TOOLS ALL DAY,
MISSING TOO MANY CALLS

STARTED WITH

CALL ANSWERING AND
BOOKING

ADDED LATER

QUOTE FOLLOW-UP

The whole office, in software.

A one-van electrician has no one to answer the phone. Every call comes in while they are up a ladder or inside a board, and a big share ring out. They cannot justify a receptionist for a one-person business, so for years they just wore the lost work as the cost of being a sole trader.

They switched on a digital worker to answer and book. Now every call is picked up, triaged, and either booked into the calendar or put through if it is genuinely urgent. They read a tidy summary of the day's calls over dinner instead of driving around returning voicemails.

"I am not missing the after-hours stuff anymore, and that is where the good emergency jobs were always hiding."

COMPOSITE EXAMPLE, SOLE-TRADER ELECTRICIAN

The lesson. For a sole trader, a digital worker is not a luxury, it is the office you could never afford to staff. It is the single highest-leverage thing a one-van business can do.

07.2 THE SMALL FIRM

Four plumbers, one overwhelmed phone.

The plumbing firm

FOUR PLUMBERS, ONE PART-TIME OFFICE PERSON

THE PROBLEM

CALLS BUNCHING UP, OFFICE SWAMPED AT PEAK

STARTED WITH

OVERFLOW AND AFTER-HOURS

ADDED LATER

REMINDERS AND QUOTE-CHASING

The office person stopped drowning.

A small plumbing firm had one part-time office person who was brilliant but could only be on one call at a time. At peak, calls bunched up and rang out, and the after-hours emergency line went to a mobile that got missed. Hiring a second office person was a big, expensive step for a firm that size.

They put a digital worker on overflow and after-hours first. When the office person is already on a call, the agent catches the next one. Overnight, the agent triages emergencies and books the rest. The office person now handles the calls that need a human and lets the agent absorb the flood.

"It is like having a second person on the desk at exactly the moments we used to lose calls, without a second wage."

COMPOSITE EXAMPLE, SMALL PLUMBING FIRM

The lesson. For a small firm, the agent is not a replacement for your office person. It is the backup that turns up exactly when they are stretched, which is precisely when calls were being lost.

07.3 THE BIGGER OPERATION

Many vans, seasonal spikes, no dropped calls.

The HVAC business

MULTI-VAN HEATING & COOLING
DOMESTIC & COMMERCIAL SERVICE

THE PROBLEM

HEATWAVE AND COLD-SNAP CALL SPIKES

STARTED WITH

FULL CALL HANDLING AND BOOKING

ADDED LATER

REMINDERS ACROSS ALL VANS

The heatwave stopped being chaos.

A heating and cooling business lives and dies by the weather. The first hot week of summer and the first cold snap of winter bring a wall of calls that no reasonable-sized office team can handle. They were turning away good work simply because nobody could pick up fast enough, and the phone lines jammed.

A digital worker handles the spike effortlessly, because it answers any number of calls at once. During a heatwave it books out the schedule across every van, captures every enquiry, and makes sure nothing is lost in the rush. When the weather calms, it quietly handles the steady flow.

"The first heatwave after we switched it on, we caught every call. We had never managed that before, not once."

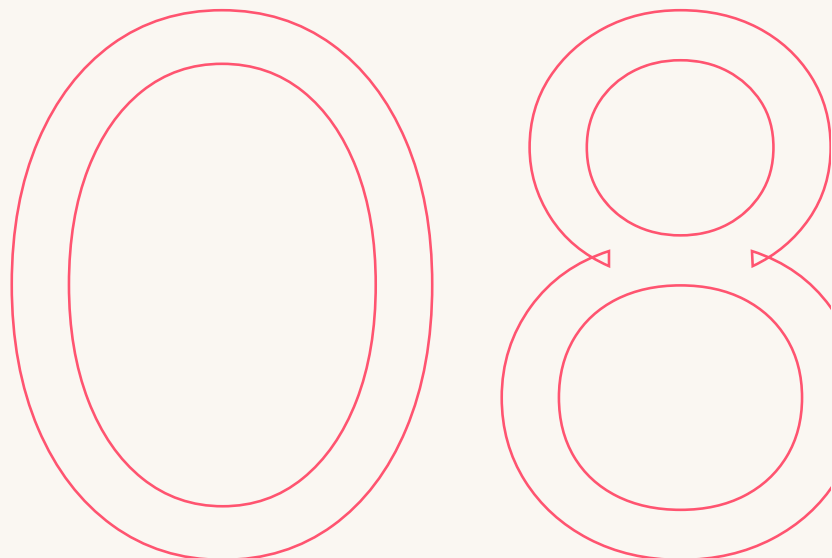
COMPOSITE EXAMPLE, MULTI-VAN HVAC BUSINESS

The lesson. For a larger operation, the agent's superpower is that it does not have a capacity limit. The peaks that used to overwhelm a phone team become just another busy, fully-booked week.

SECTION EIGHT

The worries, answered honestly.

Every trade we talk to raises the same handful of concerns. They are fair questions, and they deserve straight answers. Here they are.



08.1 THE BIG ONES

"Will it sound like a robot?" and other fair questions.

Q. Will it sound like a robot?

No, and this is the thing that surprises people most. The voice is natural, it pauses and listens, and it handles interruptions. Most callers cannot tell. Ring one yourself before you decide, you will hear it in ten seconds.

Q. Will I lose the personal touch?

The personal touch was already gone on every call that rang out. A friendly agent that answers beats a phone nobody picks up. And you still take the calls that matter; the agent handles the routine and hands you the rest, so your time goes where the human touch counts.

Q. What if it gets a quote or a price wrong?

You decide what it can and cannot quote. Most trades have it give rough call-out fees and standard pricing, and hand anything bigger or unusual straight to you. It does not invent prices. It says what you told it to say, and flags the rest for a human.

Q. My customers are older, will they cope?

Older customers cope fine, because there is nothing to learn. They just talk, like they would to any person who answered. There is no menu, no app, no "press one." If they can have a phone conversation, they can deal with the agent.

08.2 THE PRACTICAL ONES

The rest of what trades ask us.

Q. What if a call is genuinely urgent?

You set what urgent means for your trade. A real emergency gets put straight through to you or your on-call number, with the address and the problem already captured, so you are not starting from scratch at 2am.

Q. Do I have to give up my number?

No. The agent answers your existing business number, or a new one if you prefer. Nothing about how customers find you needs to change.

Q. Is it locked into a long contract?

You can try it without betting the farm. The point is to let it prove itself on the calls you are currently losing. If it does not earn its keep, you are not trapped.

Q. What about my customers' details and privacy?

Customer details are handled securely and used only to do the job: booking, follow-up, passing information to you. Data residency and handling can be set to suit your requirements, which matters for commercial and government work.

Q. What if I want to change how it works?

You change it in seconds, as often as you like. Wording, hours, what is urgent, what it can quote. It is not set in stone, and it is not a rebuild every time you tweak something.

Q. Will it replace my office person?

For most firms it backs them up rather than replaces them, catching the overflow and the after-hours calls they cannot. For sole traders it is the office person you never had. You decide the role it plays.

YOUR FIRST SEVEN DAYS

Stop the leak this week.

You now know the problem, the fix, and the maths. The only thing left is to switch it on. Here is how to start, today.

STEP 01

Hear it for yourself

Before anything else, ring a live agent and have a conversation. Ten seconds will tell you more than ten pages. Book a quick demo and we will show you one set up for a trade like yours.

agntic.ai

STEP 02

Do the back-of-the-docket maths

Work out your own missed-call number using the method in Section 05. Average job value, calls missed a week, your win rate. That number is your reason to start.

[See Section 05](#)

STEP 03

Switch one on

Start with after-hours and overflow if you want to ease in. Let it catch the calls you are currently losing. Give it a fortnight and read the summaries each night.

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WHAT HAPPENS NEXT

A fuller schedule

Within a couple of weeks most trades see the same thing: calls that used to ring out are now booked jobs, quotes are getting chased, and the phone has stopped being a constant tug on your day.

[From ringing out to booked in, this week.](#)

Every call answered. Every job won.

Put a digital worker on the phone, and get back to the part of the job you actually trained for.