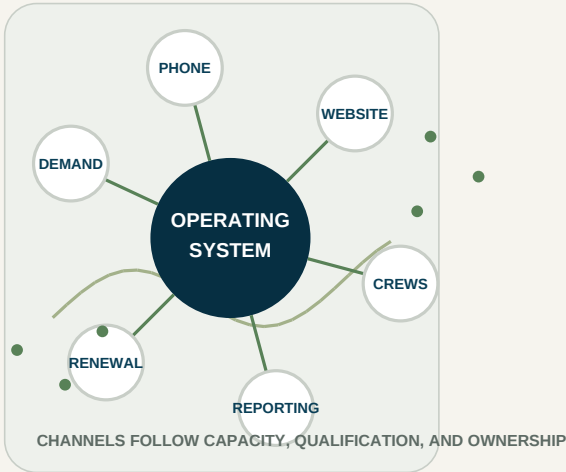


AI & AUTOMATION

AI Receptionist for Peak Landscaping Call Volume

A controlled call-handling system for the weeks when dispatch, estimating, and the spring schedule collide.



THE CONSTRAINT

An AI receptionist can answer every call and still create operational damage if it books outside territory, promises unavailable dates, or sends poor-fit work to the estimator. The value comes from rules, escalation, and review.

USE THIS WHEN

Use this when missed calls, after-hours demand, or office overload creates measurable lost opportunities.

DO NOT START HERE

Do not automate pricing, technical advice, emergencies, or commitments the system cannot verify.

Inputs to gather before the first meeting

- 1 Call reasons and current outcomes
- 2 Service, territory, and timing rules
- 3 Calendar and human escalation limits
- 4 Recording, consent, and review policy

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Map every call type

List new enquiry, existing customer, schedule change, billing, service issue, emergency, vendor, and employment calls. Each needs a different destination.

02 Write qualification rules

Define service, property, territory, timing, project fit, and required human review. Keep the questions short enough for a real call.

03 Set booking boundaries

Control which appointment types, days, branches, and buffers can be offered. The system should never invent availability.

04 Build human fallback

Escalate safety, complaints, complex technical questions, high-value projects, and uncertainty. A caller should know when a person takes over.

05 Review the first calls daily

Check accuracy, tone, routing, booked outcomes, and failed intents. Adjust scripts and rules from actual calls before scaling.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01
Answer rate

02
Qualified calls

03
Bookings completed

04
Escalation accuracy

Thirty-day rollout

WEEK 1
map call types and ownership.

WEEK 2
build scripts, rules, and calendar limits.

WEEK 3
test with staff and controlled calls.

WEEK 4
launch with daily review.

Stop and scale rules

- The system answers only what the company has approved.
- Uncertainty goes to a person.
- Every booking rule follows live operational capacity.

Launch checklist

- ☐ Call reasons mapped
- ☐ Consent reviewed
- ☐ Booking limits set
- ☐ Human fallback live
- ☐ Record access controlled
- ☐ Daily QA assigned

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

BOOK A GROWTH AUDIT