

Automation readiness score

Copperleaf Plumbing & Heating

A trusted local business with strong reviews, losing jobs in the hours between the first call and the booked visit.

Scanned: website, Google Business Profile, Facebook page

4 Critical gaps

1 Area to improve

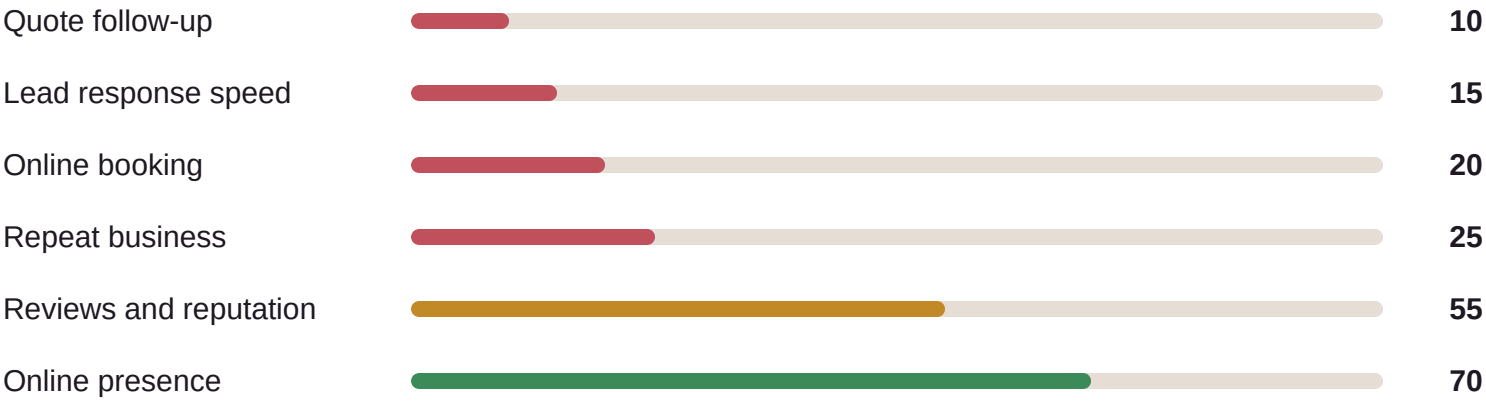
1 Strength

Estimated revenue opportunity

$3,000 to $5,500 per month

Based on an assumed revenue of about $40,000 a month and typical rates for home service businesses. These are estimates to size the opportunity, not guarantees. We refine them with your real numbers on our call.

Scores by area



Fix these first

CRITICAL

Est. $1,200 to $2,000/month

Missed calls go straight to voicemail

Plumbing calls are often urgent. When the phone rings while the team is on a job, callers reach voicemail and usually try the next company on Google instead of waiting for a call back.

The fix: an automatic text sent within seconds of any missed call, letting the customer describe the problem and book a visit right away.

CRITICAL

Est. $800 to $1,500/month

No way to book or request a quote after hours

The website only has a basic contact form, and enquiries sent in the evening get answered the next day. Many homeowners search for help at night and book whoever responds first.

The fix: an AI assistant on the website that answers common questions, collects job details and photos, and books estimate visits into the calendar, day or night.

CRITICAL

Est. $700 to $1,300/month

Quotes are sent, then forgotten

There is no follow-up after an estimate goes out. Customers comparing several quotes often choose the company that checks in with them.

The fix: automatic, friendly follow-ups two and five days after a quote, with a one-click way to accept or ask a question.

Also worth fixing

No maintenance reminders

Past customers are never reminded about yearly water heater or furnace servicing. Automated seasonal reminders would bring them back.

Reviews are strong but not growing

A 4.7 star rating is a real asset, but new reviews only trickle in. An automatic request after each finished job keeps it fresh.

What's already working

Clear service area pages and a well-kept Google profile. The gaps are all in what happens after someone reaches out.

A simple 30-day plan

Week 1	Set up missed-call text back.
Week 2	Launch the website AI assistant for questions, quotes and booking.
Week 3	Add automatic quote follow-ups.
Week 4	Turn on review requests and seasonal maintenance reminders.