

A PRACTICAL GUIDE

The Local AI Receptionist Playbook

*A practical guide for plumbers, electricians and landscapers
evaluating an AI receptionist*

Made by the Braxis machine

braxisai.com

What this is

This guide is for plumbers, electricians and landscapers evaluating an AI receptionist.

It is a practical method, not a promise of a result. It contains no invented statistics, no fake customers, and no guarantees. The words were drafted with AI assistance.

Use the checklist at the end on a real piece of work this week.

Decide what it owns

An AI receptionist should own a narrow job: answer, capture the request, and route it. Write down the three things it may do (greet, ask qualifying questions, book a window) and the three things it may not do (quote a firm price, promise a result, handle an emergency alone). The boundary is the product. Without it, the receptionist becomes a source of bad promises instead of a way to catch missed work.

Write the call script

Start with a short greeting, the business name, and one question about the job. Ask for the town, the type of work, and the urgency. Read back the details before ending the call. Keep the script short enough that a real person could read it without sounding robotic. The script should produce a clean summary the owner can act on, not a transcript. Use the same words the business uses on its website; a caller should not hear a different company.

Set the escalation rules

List the cases that must reach a human immediately: emergencies, complaints, existing customers with an open job, and anything involving a price the business has not approved. For everything else, take a message and give a callback window. Test the escalation path with a real phone, not a demo. A receptionist that cannot hand off cleanly is worse than voicemail because the caller believes someone is handling it.

Test before a real call

Run five scripted calls before the service answers a customer: a normal job, an after-hours request, an emergency, a complaint, and a caller who will not give an address. For each, check the summary, the routing, and the callback window. Fix the script before you fix the voice. The test is not whether the AI sounds human; it is whether the owner can act on the result.

Measure and correct

Track calls answered, requests captured, bookings made, and calls that had to be escalated. Read a sample of summaries every week. Look for missing details, not just wrong answers. If the receptionist captures jobs but the owner cannot book them, the problem is the handoff. If it escalates too often, the script is asking for too much. Read five summaries a week; mark missing town, job type, urgency, and callback window.

Keep a human path

Always leave a way to reach a person: a transfer, a voicemail box that is checked, or a callback promise with a real window. Tell the caller which one applies. The receptionist is a filter, not a wall. The measure of a good setup is not how many calls it handles alone; it is how few callers are left without a next step.

USE THIS

Checklist

- ☐ The trigger is written down.
- ☐ The minimum inputs are listed.
- ☐ One owner is named.
- ☐ The acceptance test is written before the draft.
- ☐ The result and the next step are logged.

Where this came from

This guide is a digital product from Braxis AI. The machine wrote it with AI assistance. It contains no invented statistics, no fake customers, and no guarantees. The PDF is delivered immediately after checkout. If something is wrong, email braxisai@gmail.com and it will be fixed.

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