BE Simple
STAFFING

FREE INDUSTRY PLAYBOOK

The home services support playbook

A briefing document for HVAC, plumbing, electrical, and other trades that want the phone answered, jobs booked, and emergencies escalated correctly.

besimplestaffing.com
A briefing document for operators. No invented statistics.

Why missed calls turn into missed jobs

In home services, the phone is still how a lot of work arrives. A homeowner with no heat, a leak, or a dead circuit will not wait on a form. They will call the next company that picks up. When technicians are on a job, the office line often goes to voicemail, and a paid lead or a neighbor's referral walks away.

Message-taking is better than nothing, and a shared per-minute answering service can be the right buy for light overflow. It is a weaker fit when you want the person on the line to book into ServiceTitan, Jobber, or Housecall Pro, apply your after-hours rules, and know which calls are emergencies.

This playbook helps you write those rules down. It does not invent “jobs saved per month” statistics.

Decide what “answered well” means

- Take a message and send it to the office.
- Book a job directly on the calendar, with the right intake questions.
- Dispatch an emergency to the on-call technician, with a clear notification path.

Those are three different services. Mixing them up is how companies buy a cheap plan and still lose work.

How a dedicated agent should work

A dedicated answering agent represents your company, not a generic call center. At BE Simple Staffing the agent works from our Prishtina office on the hours you purchase, including US evenings and weekends when that is when the phone rings.

Before they take a live call they should know: the trades you run, the cities or ZIP codes you serve, booking windows and travel buffers, membership or maintenance plans, trip charges or after-hours fees you want mentioned, and the exact definition of an emergency versus a next-day job.

On a routine call

- Greet in your company name and take the symptoms or request.
- Confirm the address is in your service area.
- Book the job in your field-service software, with the notes your technicians need.
- Set expectations you have approved — arrival window, what to prepare, whether a diagnostic fee applies.

On an emergency call

- Follow your written protocol, not improvisation.
- Notify the on-call technician the way you specify (call, text, app alert).
- Stay on the line for a warm handoff if that is your rule.
- Log what was promised, to whom, and when.

The agent does not invent a price or send a truck you would not have sent. If you already use an AI receptionist, a human can sit behind it for the calls the bot cannot finish, or you can staff the line directly.

Coverage, briefing, and pricing context

US business hours coverage is $1,995 a month per dedicated agent, with a one-agent minimum and no setup fee. After-hours or 24/7 seats are $2,395 a month; true 24/7 coverage uses four agents. There is a three-month term, then month-to-month. Founding clients receive 50% off the first month. Most teams are live in two to four weeks. Full detail: besimplestaffing.com/pricing.html.

A dedicated seat costs more than a small bundle of answering minutes. It also does more, if you use it for booking and dispatch rather than as a voicemail substitute. If you only need lunch-break overflow, a shared service may be enough.

> **Briefing checklist.** Service area; trades and job types; emergency definition and on-call roster; booking rules and buffers; fees the agent may mention; field-service software access; estimate-request questions; and a short sample of “good” and “bad” call outcomes.

Next step

To talk through a dedicated answering desk, write to Jon Kludt at jon.kludt@varosity.com or use besimplestaffing.com/contact.html. Mention your trade, the software you book in, whether you need after-hours dispatch, and how the phone is handled today.

The longer public page is “Answering service for home services,” at besimplestaffing.com/use-cases/home-services-answering-service.html.

BE Simple Staffing is a San Diego company with our own office in Prishtina. This playbook is a briefing aid, not a contract, and it does not invent proof of jobs won or lost.