lumin42

Free sample
AI Front Desk Vault

One complete playbook from the Vault, free, plus the full list of what's inside. Written for any UK small business that wins work by phone, web form, WhatsApp or DM. Doable yourself, no coding, no setup from us.

1 full playbook | 12 in the full Vault | £47 for the full Vault

lumin42.com/front-desk-vault

What's inside the full Vault

12 step-by-step playbooks and 23 copy-paste templates in a members web app. Tick steps off as you go; it remembers your progress on phone or computer.

Section	Playbook	Time
Map it and measure it	**Run the missed-enquiry test on your own business** (this sample)	1 hour over one week
Map it and measure it	**Write your front desk blueprint**	1–2 hours
Map it and measure it	**Decide what AI handles and what goes to a person**	45 minutes
Map it and measure it	**Choose the right answering setup for your size**	1 hour
Answer, qualify, book	**Qualify every enquiry in three questions**	45 minutes
Answer, qualify, book	**Book straight into your diary, with reminders**	1 hour
Answer, qualify, book	**Web forms, WhatsApp and DMs handled the same way**	1 hour
Answer, qualify, book	**Set up and test an AI receptionist safely**	Half a day, plus testing
Follow up and prove it	**Follow up enquiries that didn't book**	1 hour to set up, 10 minutes a day
Follow up and prove it	**Bring back customers who haven't returned**	1–2 hours to set up
Follow up and prove it	**Ask every customer for a review, and handle unhappy ones fast**	45 minutes
Follow up and prove it	**Prove it worked: your 30-day before-and-after**	1 hour over one week

Sample playbook: Run the missed-enquiry test on your own business

You know, from your own numbers, how many calls, forms and messages go unanswered and how long people wait. This is your 'before' figure.

Time	Cost	Level
1 hour over one week	Free	Beginner

Why it matters

Most owners guess how many enquiries they miss. A guess can't be improved or proved. A one-week count gives you a real starting number, and the same test after 30 days shows whether your changes worked.

Tools

- A second phone (a friend's or family member's)
- Your phone's call log or your provider's app
- The scorecard template below

Steps

1. **Count missed calls for 7 days:** Every day, check your call log and write down each unanswered call: day, time, and whether you called back. Note which were during opening hours and which were after.
2. **Mystery-shop your own phone:** Ask someone to ring your business three times this week: once at a busy time (for example lunchtime), once just after closing and once at the weekend. Record whether it was answered, and if not, what the caller heard and how long until someone called back.
3. **Test your website form:** Fill in your own contact form as a customer. Time how long until a reply arrives. Check it didn't land in spam.
4. **Test your messages:** Send a WhatsApp, a Facebook message and an Instagram DM (whichever you use) asking a typical question. Time each reply.
5. **Score it:** Copy the scorecard template, fill it in and save it (on paper, in a note on your phone or in a document) with today's date. You'll repeat this exact test in the last playbook.

Copy-paste templates

Missed-enquiry scorecard:

Week starting: [date]
Calls missed (opening hours): [ ] | Calls missed (after hours): [ ] | Missed calls never called back: [ ]
Mystery call 1 (busy time): answered? [Y/N] wait [ ] mins
Mystery call 2 (after close): answered? [Y/N] call back after [ ] hours
Mystery call 3 (weekend): answered? [Y/N] call back after [ ] hours
Web form reply time: [ ] | WhatsApp reply time: [ ] | DM reply time: [ ]
Average job or booking value: £[ ]

Message for your mystery caller:

Can you ring [number] on [day] at about [time] and ask: 'Hi, I'm after a quote for [typical job], are you free next week?' Then tell me: did anyone answer, what did you hear, and when did they call you back?

Done when

- 7 days of missed calls counted
- Three mystery calls done
- Web form tested
- Messages tested
- Scorecard filled in and dated

Avoid these

- Don't change anything during the test week, or your 'before' number won't be real.
- Don't put a figure on lost revenue you can't back up: use your own average job value and say it's an estimate.

The 90-day quick start in the full Vault

1. Week 1: Run the missed-enquiry test and don't change anything yet.
2. Week 2: Write your front desk blueprint and hand-over rules, then choose your answering setup.
3. Week 3: Qualification script, booking link with reminders, and instant replies on every channel.
4. Week 4: If you chose one, set up and test an AI receptionist; go live after hours first.
5. Month 2: Follow-up sequence, monthly win-back and the review request after every job.
6. Day 30 after go-live: Repeat the test and write your before-and-after report.

Get the full AI Front Desk Vault
All 12 playbooks and 23 templates, £47 one-off, lifetime access, instant access after payment. See inside: lumin42.com/front-desk-vault

© lumin42. Free to use in your own business. Tools, prices and rules change: check current details before relying on a step. Not legal advice.