



Phoenix Home-Service Example

Lead Leak Map

Illustrative - not a company assessment
Prepared August 2, 2026

01 / WHAT A CUSTOMER SEES

AVAILABILITY

Urgent work is advertised

The public path tells customers that emergency or after-hours help may be available.

ENTRY POINT

Calls and web enquiries arrive

The business has at least one public phone or web route for new service demand.

UNKNOWN

Response ownership is private

Public information cannot prove who responds, how quickly, or whether the enquiry books.

MEASUREMENT QUESTION

When a new after-hours enquiry arrives, how long until a useful next step is sent and a named owner accepts the handoff?

02 / RECOMMENDED RECOVERY LAYER

TAG

Mark source and period

Record channel, arrival time, service line, and whether the enquiry arrived inside or outside approved hours.

ACKNOWLEDGE

Send the approved next step

Confirm receipt, ask only approved questions, and preserve emergency language without unsupervised advice.

ROUTE

Create one owned handoff

Alert the right person, record acceptance, and keep unresolved enquiries visible until disposition.

03 / FOURTEEN-DAY BASELINE

✓ PERIOD

Regular hours or after-hours

✓ FIRST ACK

Elapsed time to useful next step

✓ OWNER

Named person accepts handoff

✓ OUTCOME

Booked, declined, duplicate, unresolved

Next step: run one fourteen-day baseline before changing the workflow.

This sample shows the deliverable structure; it is not evidence about a specific business.