

THE 60-SECOND FOLLOW-UP FIX SHEET

10 habits that turn enquiries into customers. Built for WA.

Why this

This is the audit nobody wants to do. The website, the Google profile, the ads — they're outside problems.

Follow-up is an inside problem. It also hides more revenue than the other three layers combined.

A web enquiry replied to in under 5 minutes converts at about 60%. The same enquiry replied to after 5 hours: about 12%.

A Bunbury café we work with set up a 60-second auto-acknowledgement ("got your booking, confirming in 2 hours"). Bookings went from 50% confirmed to 78% confirmed inside a fortnight. They didn't write a single extra word — they just acknowledged faster.

Same week we ran the numbers for an Albany electrician — a missed-call text-back recovered 4 of every 10 calls he'd been losing to voicemail. Both fixes: under an hour to set up.

That's the size of the leak. And most of it is free to fix.

How to use

Tick honestly. The lower the score, the bigger the opportunity. Then take the action order on page 3.

Built by Swan Ops · swanops.com.au · hello@swanops.com.au

Servicing Perth metro + Bunbury and the South West

Properly built. Properly looked after.

The 10-point check

1. Reply speed — cheapest revenue lift

- **1a. Every web enquiry replied to within 60 minutes (business hours).** Personal or auto-acknowledgement — anything in an hour.
- **1b. Missed calls trigger an automatic text-back.** "Thanks for calling, we'll ring back in X mins — or reply here".
- **1c. Quotes get a follow-up if not accepted within 48 hours.** "Did the quote arrive OK? Any questions?" — wins 20–30% more borderlines.

2. On the day

- **2a. Customers get a "we're on the way" message before arrival.** Tradies: on-route text. Cafés: table-ready. Health: appointment reminder.

3. After the job

- **3a. You ask for a review within 24 hours of completion.** Wait 3 weeks and the moment's gone. One text, direct link, named customer.

4. Systems — what most owners avoid

- **4a. Customer details stored somewhere searchable.** Customer management system > spreadsheet > notebook > "in my email".
- **4b. You can answer "how many leads last month?" in under 30 seconds.** If you can't, you can't manage them.
- **4c. Past customers get at least one contact a year.** Cheapest leads you'll ever buy.
- **4d. Online enquiries don't get lost in personal email.** "Forwards to my Gmail with 12,000 unread" = leak.

5. Ownership

- **5a. Someone owns lead follow-up — not "everyone, nobody".** If 3 people could pick up a lead, none of them will.

SCORE: ____ / 10

What to do today

7+ — Top 5% of small business operations

Your follow-up is your competitive moat.

4–6 — Where most WA businesses sit

You're losing winnable customers. Two months of focus will move you noticeably.

Under 4 — Your follow-up IS the leak

Don't spend a dollar on more traffic until this is fixed. You're filling a bucket with a hole.

Do these today

Missed-call text-back

- iPhone: Settings → Focus → Driving / DND → Auto-reply.
- Android: AutoResponder (~\$5/mo) or built-in Bixby Routines.
- Time: 15 min · Lift: typically 15–25% on lost calls.

Reply template

Save this snippet on your phone: "Hi [name], cheers for getting in touch about [job]. I can have a look [day/time]. Reply YES to lock it in."

- Time: 5 min · Lift: 30% → 60% lead conversion.

Do this week

- Move enquiries out of your personal Gmail. Shared inbox, customer system, or a Google Sheet labelled "Leads".
- Set a review-ask trigger. Phone calendar reminder 24 hours after every job: "Text [customer] for review".

Do this month

- Name a lead owner. One person. Even if it's you. They get the notifications. They close the loop. No "I thought you had it".

The 60-second rule — in maths

20 enquiries/month, replying within 5 hours: ~12% convert = ~2.4 customers.

Same 20 enquiries, replying under 5 minutes: ~60% convert = 12 customers.

If your average ticket is \$800, that's a \$7,680/month swing. From speed alone. Free.

Want this all automated?

Lead Catcher — our system that does the above for you, end to end. Customer system + 60-second auto-text + 3-touch follow-up + auto review asks. Built for WA tradies, services, healthcare, and hospitality.

\$2,000 setup + \$400/month.

30-day money-back if you don't see more booked jobs.

→ swanops.com.au/#solution

Or start with a Look-See Audit (\$400) to map where your leads are actually dying. 50% credited if you continue with Swan Ops.

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