

PRACTICAL AI

# Practical AI for *Service Businesses*

Six ways Houston and Katy service businesses are using AI right now: no hype, no robots, and nothing you need an IT department for.

THE HONEST FRAME

**AI is not about robots.** *It is about never missing a call.*

The businesses winning with AI are not building anything futuristic. They are plugging small, reliable helpers into the moments where customers slip away: the missed call, the slow follow-up, the review that never got a reply.

USE CASE 01

## The Phone That Always Answers

An AI receptionist answers when you cannot: after hours, on the ladder, mid-job. It greets callers, captures who they are and what they need, books or routes them, and texts you a summary. Bilingual English and Spanish is table stakes now.

**REPLACES** Voicemail, which most customers under 50 will not leave.

USE CASE 02

## Missed-Call Text-Back

When a call slips through, the caller instantly gets a text: sorry we missed you, what do you need, here is a booking link. The lead stays warm instead of dialing the next company on the list.

**REPLACES** The callback that happens three hours too late.

USE CASE 03

## Review Replies in Your Voice

AI drafts a reply to every Google review, warm for the good ones, calm and professional for the bad ones. You approve, it posts. A profile where every review gets answered outranks one that ignores its customers.

**WATCH OUT** Always read before posting, and never let AI argue with an unhappy customer.

**USE CASE 04**

### Quote Follow-Up Nudges

Most quotes die from silence, not rejection. A simple automation texts a friendly nudge two days after every estimate: any questions on the quote, want me to hold the slot. Owners are routinely surprised how many jobs this revives.

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**REPLACES** The follow-up you meant to send and never did.

**USE CASE 05**

### Website Chat That Captures Leads

A chat assistant on your site answers the questions you get every day: pricing ranges, service area, availability, and asks for a name and number when interest is real. It feeds you leads instead of letting visitors bounce.

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**WATCH OUT** Keep its knowledge current: a chat that quotes old prices costs trust.

**USE CASE 06**

### The Back Office Assistant

Drafting estimates in plain language, summarizing a long customer email, writing the job ad, translating a message into Spanish while keeping your tone. Thirty minutes of admin becomes five.

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**REPLACES** The evening hour you spend writing instead of living.

**START HERE**

### The One-Week Starting Plan

Day 1: count last week's missed calls (your phone log knows). Day 2: pick the ONE leak that costs the most. Day 3 to 5: pilot a single tool on that leak, nothing else. Day 6: read every transcript or draft it produced. Day 7: keep it, fix it, or kill it. Never automate pricing decisions, complaint handling, or anything you have not read.

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**THE RULE** Automate the repeatable. Keep judgment human.

**Want the shortcut? This is what we set up for service businesses every week.**

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From a one-hour session to a managed AI receptionist. Book a free 30-minute session, no pitch.  
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