


Automation · Service guide

# Weekly Owner Report

## Your week in numbers, every Monday morning.

One email with last week's calls, leads, bookings and reviews, pulled from the tools you already use and written in plain language.

Message only

| | |
|---|---|
| How it works | Email to you, every Monday |
| Best for | Solar, Dental, Real Estate Teams |
| You stay in control | You choose what goes in the report |
| First step | A short call with no obligation |

How this helps

# What it means for your business

**The numbers are spread across five tools, so the owner rarely sees them.**

Customers get a clear message at the right time, and follow-up no longer depends on someone remembering. You decide what is sent, when it is sent and when it stops.

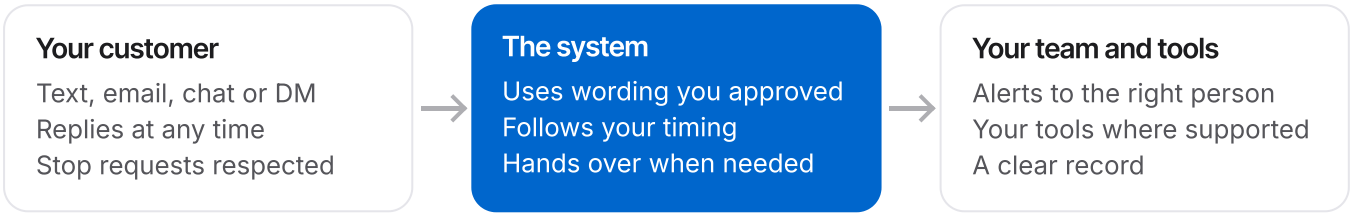
## What you get

- See the week at a glance
- Spot problems early
- No more logging into five tools
- The same numbers every week, so trends are clear

## What changes day to day

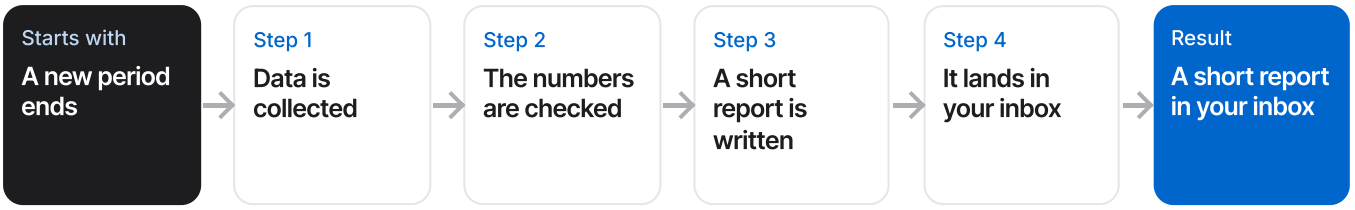
| | Common today | With this service |
|---|---|---|
| Follow-up | Depends on who remembers | Runs on the rules you set |
| Wording | Written from scratch each time | Uses wording you approved |
| Timing | When someone gets a moment | Within the hours you choose |
| Replies | Scattered across inboxes | Passed to the right person |
| Visibility | Hard to see what was sent | A clear record of what went out |

## How it fits with your business



How it works

# From start to finish




Step 1

### Data is collected

From your phone system, CRM and calendar.

Step 2

### The numbers are checked

And compared with the week before.

Step 3

### A short report is written

Plain numbers and one or two highlights.

Step 4

### It lands in your inbox

Every Monday morning.

Example · Message scene

### It is Monday morning. Last week's numbers are pulled from your tools.

Email to you, every Monday

### What happens next

One email shows what happened and what is worth a look.

### Weekly report

| | |
|---|---|
| Calls answered | 142 of 148 |
| New leads | 37 |
| Bookings | 29 |
| New reviews | 6, average 4.8 stars |
| Worth a look | After-hours calls up this week |

How easy it is

# We do the heavy lifting

Most of the work happens on our side. You make the decisions, and we tell you exactly what we need.

### What we handle

- Write the messages with you
- Connect your tools where supported
- Set the timing and the rules
- Test everything before it goes live
- Adjust the wording after launch

### What you do

- Share your rules and examples
- Approve the messages
- Check the first sends
- Tell us what to change

Service levels

# Start simple, go further when you are ready

Level 1

### Draft mode

We prepare the messages and you approve them before they go out.

Level 2

### Connected

Runs with your tools where supported, on the schedule you set.

Level 3

### Advanced

More rules, several workflows working together, and reporting.

The right level is confirmed during discovery, based on your business and the tools you use.

### What we need from you

- The wording and tone you want
- Access to the tools it needs to work with
- The customers or contacts it should reach
- Who on your team approves it

### How we get started

1. A short call about your business
2. A clear plan and scope
3. Setup and testing with you
4. Go live with your approval

Why Calvyrn

# Why businesses choose to work with us

**Built for your business**
Your rules, your wording and your tools. Not a one-size template.

**You approve first**
Nothing goes live until you have seen it and said yes.

**Start small**
Begin with one service or one first version, then add more if it helps.

**One team**
AI systems, automations, websites and web applications in one place.

**Plain language**
You always know what is being built, why, and what comes next.

**Honest limits**
We tell you what a system cannot do and where a person should stay involved.

## You stay in control

- You choose what goes in the report
- You choose who receives it
- Figures come only from your own tools

Questions you may have

**Does it phone anyone?**
No. This service works by message and makes no phone calls.

**How long does it take to set up?**
Most automations are live within one to two weeks of receiving what we need from you.

**Do I need to change the tools I use?**
Usually not. We work with the tools you already have wherever possible, and confirm this on our first call.

**What if I want to stop?**
Plans are month to month. You can pause or stop any automation.

## Important notes

- Examples in this guide use fictional businesses, names and details.
- Results depend on your business, tools, customers and how the service is set up. We do not guarantee revenue, bookings or search rankings.
- AI can make mistakes. That is why approvals, clear limits and human hand-off are part of the setup.
- Features depend on your plan and on the tools you use. The final scope is confirmed during discovery and in your proposal.
- This guide is not legal, medical, tax or financial advice.

**See how it would work for you**
Tell us about your business. There is no obligation.

**calvyrn.com/contact.html**
**info@calvyrn.com**