

Industry demo · Service guide

Roofing

Roofing leads called back quickly, even after a storm.

After a storm the phones flood and the inspection ads keep running. New leads are called within about a minute, calls are answered and estimates get a follow-up.

Call + Message

How it works	Phone call, followed by a text message
Best for	Roofing
You stay in control	Give insurance advice or promise a claim outcome
First step	A short call with no obligation

How this helps

What it means for your business

After a storm, the phones flood and leads can go cold.

Customers who call get an answer, your team is interrupted less, and the details reach the right person. You decide which calls it handles and when a person takes over.

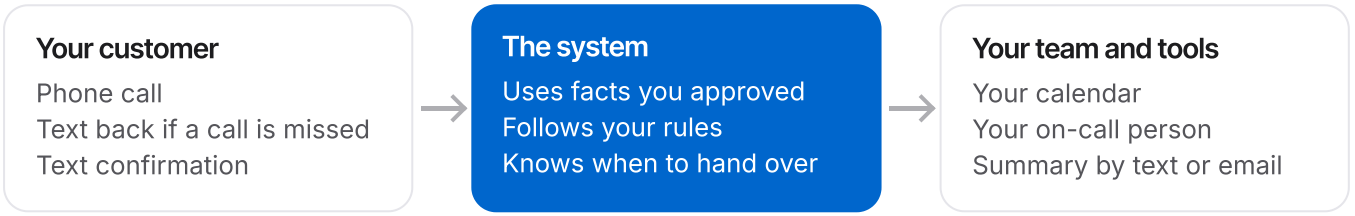
What you get

- Inspection requests from ads and forms called within about a minute
- Storm-day call surges answered and booked
- Active leaks flagged as urgent for your emergency crew
- Estimate follow-ups until the homeowner decides
- Review and referral requests after the job

What changes day to day

	Common today	With this service
When the phone rings	Answered if someone is free	Answered on the schedule you choose
Customer details	Written down when there is time	Collected the same way on every call
Booking	Callbacks and phone tag	Booked into your calendar, or sent to your staff to confirm
Urgent needs	May wait for a callback	Sent to the person you choose, using your rules
After the call	Notes depend on who answered	A short summary by text or email

How it fits with your business



How it works

From start to finish

Starts with
A new lead comes in

→ Step 1
Calls within about a minute

→ Step 2
Confirms the interest

→ Step 3
Asks your questions

→ Step 4
Books or transfers

→ Result
Booked, or passed to your team

Step 1
Calls within about a minute
The assistant calls while the lead is still interested.

Step 2
Confirms the interest
It checks this is a good time and what they want.

Step 3
Asks your questions
It collects the answers you asked for.

Step 4
Books or transfers
It books the next step, or passes a hot lead to your team.

Example · Call scene

After a storm, Dana asks for an inspection. Your assistant calls her within about a minute.

Phone call, followed by a text message

What happens next

The inspection is booked and the storm details are saved for your inspector.

Text message
Your roof inspection request is saved. We will confirm your time by text.

Assistant
Hi Dana, it's Grace calling from Ridgeline Roofing. I'm the virtual assistant there. You asked about an inspection after last night's storm?

Caller
Oh, hi! Yes, a bunch of shingles blew off. They're all over the lawn.

Assistant
Ugh, that storm was rough, we're hearing that a lot today. Any water coming inside, or any stains on the ceiling?

Caller
No, nothing inside so far, thankfully.

Assistant
Good, that gives us a little breathing room. I can have an inspector out Saturday at eleven, or Monday at nine. Which is easier?

Caller
Hmm, can I check with my husband and get back to you?

Shortened. Hear the full call in the online demo.

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 greeting and call script with you
- Set up call forwarding on your current number
- Connect your calendar and alerts where supported
- Run test calls before anything goes live
- Review calls after launch and adjust the script

What you do

- Share your hours, services and rules
- Approve the script
- Listen to the test calls
- Tell us what to change

Service levels

Start simple, go further when you are ready

Level 1

Start

After-hours or overflow calls, answered in your business name, with a summary after each call.

Level 2

Core

The calls you choose, calendar booking, urgent routing and text confirmations.

Level 3

Advanced

Your CRM or job software where supported, lead follow-up, recall campaigns and reporting.

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

What we need from you

- Your hours, services and service area
- The prices and policies you are happy to share
- How you book today, and access to your calendar
- Who should get urgent calls, and their numbers

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.

What it will never do

- Give insurance advice or promise a claim outcome
- Quote a roof price over the phone
- Offer to cover a deductible or anything similar
- Pressure a homeowner who says no

Questions you may have

Will callers know it is an AI?
Yes. It introduces itself as a virtual assistant, sounds natural, and can pass the call to a person at any time.

My reps already call leads.
Your reps are on roofs. The assistant makes the first call in about a minute and books the inspection on their calendar.

Storms are seasonal.
Plans are month to month. Scale up for storm season and keep estimate follow-up and reviews running the rest of the year.

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.

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