

Industry demo · Service guide

Solar

Solar leads qualified before they reach your consultants.

Lead ads bring volume and a lot of noise. The assistant calls each lead within about a minute, checks homeownership, bill range, roof and timeline, and books qualified homeowners with your team.

Call + Message

How it works	Phone call, followed by a text message
Best for	Solar
You stay in control	Promise savings, bill reductions or tax credit amounts
First step	A short call with no obligation

How this helps

What it means for your business

Solar leads cool quickly when nobody calls them back.

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.

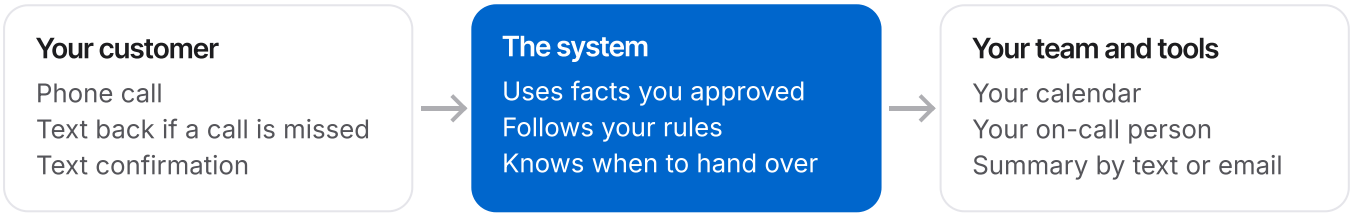
What you get

- New ad and form leads called within about a minute
- Homeowner, bill range, roof and timeline questions
- Consultations booked with both decision makers present
- No-show and old-quote follow-up
- Long-term follow-up for homeowners who are not ready

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

Marcus asks about solar from your ad. Your assistant calls him while he is still interested.

Phone call, followed by a text message

What happens next

The answers are saved for your sales team, so they only spend time on qualified homeowners.

Text message
Thanks Marcus. Choose a time for your solar consultation here: [booking link]

Assistant
Hi, is that Marcus? It's Noah from Brightfield Solar, the virtual assistant. You just asked about solar for your home?

Caller
Yeah, hi. I'm just, you know, curious what it would cost.

Assistant
Totally fair. I can't give you a real number without looking at your roof, but I can tell you if a consultation is worth your time. Do you own the home?

Caller
Yeah, we bought it about three years ago.

Assistant
Nice. And roughly what's your monthly electric bill? Under one fifty, one fifty to three hundred, or over three hundred?

Caller
Uh, in summer it's like two eighty. Winter's lower.

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

- Promise savings, bill reductions or tax credit amounts
- Promise financing approval
- Suggest it calls on behalf of a utility or government program
- Call anyone who has not given consent

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.

We have appointment setters.
The assistant covers the first minute, nights and weekends, so your setters spend time on qualified homeowners.

Is this compliant?
We only call leads who gave consent on your form, within calling hours, with an opt-out in every text.

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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