

# Competitor After-Hours Response Audit

BONUS: Know Exactly Where You Beat the Competition

## Why Do This Audit?

Most HVAC contractors assume their competitors have great after-hours service. They usually don't. This audit shows you:

- Where competitors drop the ball (your opportunity)
- What "good" looks like (benchmark yourself)
- Marketing angles ("We answer when others don't")
- Confidence that your investment is paying off

**Pro Tip:** Do this audit every 6 months. Competitors change. Stay ahead.

## Scoring Guide

**1**

**Terrible**

No answer, no VM, no callback

**2**

**Poor**

VM only, generic message

**3**

**Average**

VM with callback promise

**4**

**Good**

Live/AI, collects info

**5**

**Excellent**

Live/AI, books appt, confirms

## Audit Form

**Date of Audit:**

**Time of Calls:**  (should be after 6pm or weekend)

Competitor	Phone #	What Happened	Score	Callback?	Notes
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### "What Happened" Options

- **Nothing** — Phone rang, no answer, no voicemail
- **Voicemail only** — Generic voicemail, no live answer
- **Voicemail + Promise** — VM says they'll call back
- **AI Answering** — Automated system, took message
- **AI + Booking** — AI booked appointment
- **Live Answering** — Human answered
- **Live + Dispatch** — Human dispatched tech

### Your Results vs Competition

Metric	Your System	Competitor Avg	Your Advantage
Response Type	<input type="text"/>	<input type="text"/>	<input type="text"/>

Overall Score (1-5)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Callback Time	<input type="text"/>	<input type="text"/>	<input type="text"/>
Can Book Appointment?	<input type="text"/>	<input type="text"/>	<input type="text"/>

## Key Insights

### What are competitors doing poorly?

### What could you steal/improve from anyone?

### Marketing messages this enables:

## Common Findings

### What most contractors discover:

- 3-4 out of 5 competitors have voicemail only
- 1 out of 5 has no after-hours coverage at all
- Callback times (if they call back) are often 12+ hours
- Almost no one can book appointments after hours

This is your competitive advantage. When a homeowner with a broken AC at 10pm calls four companies and gets voicemail from three, a "we'll call you tomorrow" from one, and an immediate

booking from you — **you win.**

## Use This In Your Marketing

- "24/7 live answering — no voicemail, no waiting"
  - "We answer when other HVAC companies don't"
  - "Emergency service dispatched in minutes, not hours"
  - "Book your appointment at 2am — we're here"
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### **HVAC After-Hours Domination System — BONUS**

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