Dynamics Tech

Business Improvement Review
Prepared for Example Heating & Plumbing
Call held 12 October 2026
Report sent 14 October 2026
Illustrative example, not a real client

What to keep, what to fix and what to leave alone.

A written answer about your business, based on our call and what I checked afterwards.

The short answer

You are not short of interest. You are losing enquiries that arrive after five o'clock, because nobody sees them until the next day. Fix that before you spend anything on the website.

Keep

Working. Leave it alone.

Word of mouth and reviews
Most new jobs last quarter named a neighbour or a Google review. 4.8 from 61 reviews.

Your quoting
Quotes go out within a day and most are accepted. No change needed.

Fix

Costing you work now.

Out-of-hours enquiries
Of 14 messages after 5pm in the fortnight I looked at, 9 had no reply until the next morning.

No shared record
Call backs live in two phones and a notebook, so nobody can see what is outstanding.

Parked

Tempting, but not yet.

The website rebuild
Nothing in the evidence says the site is costing you work. Look again in April.

Paid advertising
More enquiries will not help until the ones you have are answered.

The one thing to fix first

Answer every enquiry within minutes, in or out of hours, and keep one shared list of who to call back. Everything else waits.

What it involves
An automatic acknowledgement on WhatsApp and the web form, and one shared enquiry list.

Rough effort
About one day of my time, plus an hour of yours to agree the wording.

How you will know it worked
No enquiry waits more than ten minutes for a first reply.

What happens next

This report is yours to keep, and you can take it to anyone. If you would like me to do the work, ask within 30 days and the £149 comes off the bill.

If this has told you nothing you did not already know, tell me within 14 days and I will refund the £149.

Mark Kemp
Dynamics Tech