

FREE GUIDE

The Night Shift

How to answer the four in ten enquiries that arrive after hours — without anyone staying up.



The gap nobody is covering

Look at when your enquiries actually **arrive**. Not when you answer them: when they land.

For most small businesses the shape is the same. A bump at lunch, a bigger one between 8pm and 11pm, and a steady trickle across the weekend.

40% of enquiries arrive when the desk is empty. Nobody is doing anything wrong. Nobody is there.

Why late replies lose

The reply lands at 11am the next morning. It is polite, complete, and too late. In between, they asked two other places — and whoever answered first started the conversation, set the frame, and got the follow-up questions.

The cost you cannot see

A slow first reply teaches the customer what working with you will feel like. If a simple question took fourteen hours, what happens when there is a problem?

The reply that makes it worse

«Thanks for your message! We will get back to you as soon as possible.»

This is worse than nothing, and it is what most after-hours systems send.

- It answers none of what they asked
- It starts a wait with no end date
- It reads as automatic, because it is
- It burns the one moment they were paying attention

If you send this, you have used up the customer's attention **to say «not now»**.



The reply lands at 11am. By then they already chose.

What a good after-hours answer contains

1. The actual answer, when it is answerable

Most after-hours questions are not hard: do you do X, how much roughly, are you free on the 14th, do you come to me. Ranges are fine — «most jobs like that land between X and Y» is a real answer and builds trust precisely because it is honest about the variable.

2. A next step they can take alone

Not «we will call you». Something they can do at 10pm while still thinking about it: book a slot from real availability, answer three questions that let you quote properly, get the price list.

3. An honest flag on what needs a person

Say so, and say when. Naming a person and a time is the difference between a wait and a promise.

«That one depends on the site, so I want to get it right rather than guess. Ana looks at these first thing — she will have an answer before 9:30.»

What should **never** be answered after hours

- Anything where somebody is angry
- Anything that changes the price you already quoted
- Anything involving a complaint, a refund, or a mistake
- Anything where being wrong is expensive and being slow is not

These get acknowledged and routed, never resolved. The acknowledgement matters — «I have seen this and it is going to Marcos first thing» is not the same as silence.

The four-week version

Week	What happens
1 · Collect	Every after-hours enquiry for a week, with the real question and the answer you eventually gave
2 · Draft	The system writes answers, nobody sends them. You mark right / close / wrong
3 · Assist	It drafts, a person approves, the approved reply goes out
4 · Run	Routine questions answered alone; anything unusual flagged and waiting

What week 1 usually reveals

The questions repeat far more than anyone expects. That is what makes this the **easiest first task** in most businesses — and it is also why estimating instead of collecting gives the wrong answer.

How to know it is working

Two numbers, both easy to get:

- 1 Time to first reply, after hours. From hours to minutes
- 2 Share of enquiries that get a next step — booked, answered or scheduled — before morning

If the second moves and sales do not

The answers are landing but the next step is too big. Make it smaller: fewer fields, fewer choices, one action.





Want the night covered?

We do a free Process Diagnosis: we look at when your enquiries actually arrive, what they ask, and what it would take to answer them without anyone staying up. No cost, no commitment, nothing to install.

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Sinsajo Creators — Architects of Business. We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.



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We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

Process Diagnosis

We map how your team actually works and tell you the three processes worth automating first. Free.

AI Agents

Systems that answer, book, quote and follow up — you approve before anything ships.

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