

# even when you're under a bonnet.

Prepared for George, Perfect Auto Electricians, 34 Beacon Road, Florida, Roodepoort.

PREPARED FOR

LOCATION

FROM

CORE PRINCIPLE

## THE GOLDEN RULE

Hi George, thank you for letting us send this through. We know you spend most of the day on call-outs and under bonnets, so this proposal is built around one rule:

**We do the work, you keep fixing cars.**

Your part is a short setup chat and giving us access to your Google listing. Nothing else changes in how you work.

# What We Found

Your customers love the repairs. The leak is strictly in the digital intake path.

The reviews that praise you say things like *"George answered on a Sunday"* and *"I wasn't stranded"*. The reviews that hurt you say *"nobody answered"*, *"nobody was at the workshop"* and *"we waited without an update"*. In other words, your rating suffers when customers can't reach you, not because of the repairs.

On top of that, customers are told to WhatsApp one number and call another, there are two websites and two email addresses, your Google listing shows the name **"Auto Perfect"**, and its website button points to a site that did not load when we checked. Every one of those is a small leak where a paying call-out can slip away.

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**VIEW COMPANION DIAGNOSTIC: Growth Audit Report (Score 31/100) →**

## Option A — Core Package

One number. Every enquiry answered instantly. Every link working.



### PILLAR A

#### WhatsApp Booking Flow

Customers message one number and are guided through a short flow: vehicle, fault, location (pin), a photo if they have one, and urgency level. They get an immediate reply confirming you've got their request and when to expect contact. You get a neat summary on your phone, ready to accept, instead of voice notes.



### PILLAR B

#### Missed-Call Rescue

When you can't pick up because you are driving or under a bonnet, the caller automatically receives an instant WhatsApp message with the booking link, so nobody is left wondering whether you saw their call or dialing a competitor.



### PILLAR C

#### Google & Visibility Fix-Up

We audit and correct how you appear on Google: proper business name (**Perfect Auto Electricians**), the right category (auto electrician), correct hours, one booking number, and a working website link.



### PILLAR D

#### Directory Clean-Up

We update your listings on main online directories so the same name, address (34 Beacon Road), number and website appear everywhere, purging obsolete details such as 134 Goldman Street.



#### PILLAR E

### **One Website, One Email Path**

We point the second domain to your working website and forward the second email address, so no link or email ever lands on an error page or dead end.



#### PILLARS F & G

### **Website Care & Automation Support**

We keep your website updated, backed up, and working each month so the link on Google always lands somewhere. Ongoing technical support, improvements, and bug fixes to your booking flow are fully included.

## Free With Your Package

Quick wins included at no extra cost when you take up the core package.



### Google Listing Renamed & Link Fixed

Rename listing to "Perfect Auto Electricians" and point button to working website.



### One-Tap "WhatsApp Us" Button

Added to perfectauto.co.za for immediate instant messaging from mobile phones.



### Unified Operating Hours

Make hours (Mon–Sat 07:00–18:00) consistent across Google, Facebook, and your site.



### Drafted Google Review Replies

Professional, polite replies drafted for your existing Google reviews, ready for you to approve.



### Post-Job Review Request Template

A simple "Thanks, please review us" WhatsApp message you can send after each job.



### Facebook Page Tidy-Up

Update Facebook booking button pointing directly to the single booking number.



## RESULTS GUARANTEE

# Our 90-Day Results Guarantee

For 90 days after the core package goes live, AN3S guarantees that:

- **Every WhatsApp enquiry** to the booking number receives an instant automatic reply.
- **Your Google listing** shows the correct name, number, hours, and a working website link.

If either is not happening, we keep adjusting it at no charge until it is. Applies to the paid core package, covers up to ~2 hours of adjustment work per month, and starts once we have access to your Google listing and WhatsApp number.

## Option B — Full Call-Out Booking-to-Invoice Flow

Take more admin off your plate: from first customer message to payment.

If you would like to take more admin off your plate, Option B replaces the two basic automations above with one complete workflow that runs each job from first message to payment. This directly tackles the issues in your reviews: waiting without updates and unclear pricing.

### STEP 01

#### WhatsApp Capture & Job List

Booking captured on WhatsApp and logged automatically in one simple, neat job list on your phone.

### STEP 02

#### Live Arrival Updates

Automatic customer confirmation, plus "on our way" and arrival-time updates triggered with a single tap.

### STEP 03

#### Upfront Quote Approval

Quote sent before work starts, so the customer approves the price upfront (your 'no open estimates' promise, in writing).

### STEP 04

#### Instant Invoicing

Invoice or payment link sent directly via WhatsApp as soon as the repair is completed.

#### STEP 05

##### **Automated Review Request**

Review request sent a day later, and scheduled service or battery-check reminders months later.

#### STEP 06

##### **Missed-Call Rescue**

Seamlessly integrated with the core missed-call rescue so no caller is ever lost.

Note: Options A and B work together seamlessly; nothing is charged twice.

# Optional Extras

Available anytime as your call-out volume expands.

## • **New-Client Outreach (POPIA-Aware)**

Automated WhatsApp and email outreach finding local fleet and business clients for you, just like we found you. We only contact businesses using publicly listed details with easy opt-outs.

## • **Monthly Social Content (10 Posts)**

Monthly automotive electrical tips, battery checks, and starter maintenance posts for your Facebook page, designed for you to approve in 10 minutes a month.

## • **Local Ad Creatives**

Ad designs ready for Google or Meta ads if you decide to advertise later. Advertising is not needed in the first two months; any ad spend is paid directly by you.

## • **Single Fresh Modern Website**

An optional one-page modern web rebuild if you ever prefer a fresh, unified site rather than maintaining perfectauto.co.za.

# How It Works & Timeline

Four straightforward steps. Your existing phone numbers keep working throughout.

## 01

### 20-Minute Setup Call

A short call or WhatsApp chat to confirm which phone number you want customers to use.  
Day 1

## 02

### Access Sharing

You grant us manager access to your Google listing and domain DNS (we guide you step by step).  
Days 2–3

## 03

### Build, Test & Go Live

We configure the flows, test auto-replies, redirect the broken domain, and launch.  
Weeks 1–2

## 04

### Monthly Check-In

We check in monthly with a short summary of enquiries, rescued calls, and reviews.  
Ongoing

# Investment & Packages

No hidden surprises. Clear once-off setup and fixed monthly support. Backed by our 90-day results guarantee.

RECOMMENDED · CALL-OUT  
RELIEF

## Option A: Core Package

Everything you need to answer every inquiry, rescue missed calls, fix your Google presence, and drive reviews automatically.

SETUP (ONCE-OFF)

**R11,000**

SUPPORT  
RETAINER

**R650** / mo

- WhatsApp booking flow on dedicated booking number
- Instant missed-call to WhatsApp auto-reply
- Google Profile rebrand to Perfect Auto Electricians + 10 review drive
- Local directory citations + Domain DNS redirect (R0)
- Full hosting, security updates & WhatsApp maintenance

WORKSHOP AUTOPILOT

## Option B: Full Workflow

End-to-end automation from first WhatsApp ping through diagnostic job card to one-tap payment link and review trigger.

SETUP (ONCE-OFF)

**R11,500**

SUPPORT  
RETAINER

**R650** / mo

**Net +R500 Upgrade Special  
(Replaces Lines 1 & 2 with  
R7,000 credit)**

- Everything in Option A + full AI workflow engine
- Visual digital job checklist & photo attachment
- One-tap customer quote approval & arrival SMS/WhatsApp
- Instant invoice/payment link with Capitec/SnapScan/EFT
- Automated 6-month & 12-month auto-electrical service recall

## DETAILED DELIVERABLES SCHEDULE

| DELIVERABLE & DESCRIPTION                                                                                                                                         | BILLING TYPE         | FEE (ZAR) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|
| <b>1. WhatsApp Lead &amp; Triage Bot</b><br>Dedicated booking number auto-reply, triage questionnaire, Google Sheet logging, instant notification to George.      | ONCE-OFF<br>(LINE 1) | R3,500    |
| <b>2. Missed-Call to WhatsApp Auto-Responder</b><br>Never lose a customer while under a car; triggered auto-SMS/WhatsApp within 60 seconds with triage options.   | ONCE-OFF<br>(LINE 2) | R3,500    |
| <b>3. Google Profile &amp; Visibility Audit Fixes</b><br>Rebrand GBP to Perfect Auto Electricians, link website, clean categories, initial 10 5-star review push. | ONCE-OFF<br>(LINE 3) | R3,500    |
| <b>4. Local Directory Citations</b><br>Consistent NAP (Name, Address, Phone) across Yellow Pages, Brabys, Hotfrog, and automotive directories.                    | ONCE-OFF<br>(LINE 4) | R500      |
| <b>5. Domain DNS Redirect &amp; Email Forwarding</b><br>Pointing perfectautoelectricians.co.za to WhatsApp landing / GBP and configuring george@... email.        | FREE<br>INCLUSION    | R0        |
| <b>6. Website &amp; Systems Care Plan</b><br>Hosting, SSL certificates, security patches, monthly performance summary, and 1 hour of ad-hoc changes/month.        | MONTHLY<br>RETAINER  | R650 / mo |
| <b>7. Ongoing WhatsApp Bot Maintenance</b><br>Uptime monitoring, bot conversational tuning, seasonal greeting updates, and                                        | FREE<br>INCLUSION    | R0 / mo   |

| DELIVERABLE & DESCRIPTION         | BILLING TYPE | FEE (ZAR) |
|-----------------------------------|--------------|-----------|
| prompt resolution of API changes. |              |           |

### INCLUDED FREE WITH ALL PACKAGES (R0)

#### ✓ Google Listing Rebrand

Corrected to Perfect Auto Electricians with verified website link.

#### ✓ Website WhatsApp Chat Button

Embedded one-tap booking button on perfectauto.co.za.

#### ✓ Synchronized Business Hours

Identical operating hours on Google, Facebook, and Web.

#### ✓ Professional Review Response Copy

Expertly drafted replies for all existing Google reviews.

#### ✓ Post-Job Review Request Template

Tested WhatsApp template to convert happy clients into 5-star reviews.

#### ✓ 90-Day Results Guarantee

If call-outs & reviews don't increase, we work for free until they do.

## OPTIONAL GROWTH EXTRAS (AVAILABLE ON REQUEST)

### Automated New-Client Outreach Campaign

Targeted WhatsApp/email outreach to local trade clients, fleets, and past customer reactivation.

OPTIONAL  
ADD-ON

R2,500 setup + R600 / mo

### Social Media Content Pack (10 Posts)

10 monthly branded automotive tips, completed job spotlights, and battery care posts on Facebook.

OPTIONAL  
ADD-ON

R1,800 / mo

### High-Impact Ad Creative Pack

Ad graphics & copy tailored for Florida/Roodepoort auto-electrical emergency keywords.

OPTIONAL  
ADD-ON

R700 each

### Fresh Modern 1-Page Website

Custom mobile-first website if you prefer a fresh bespoke build over keeping the existing layout.

OPTIONAL  
ADD-ON

R2,999 once-off

# Alternative Partnership & Triage Mechanisms

We executed a structured **DreamForge Orchestrator** run (Forge mode) on the proposal's offer structure. Stimuli pinned from seed bytes: **amber**, **marrow**, **oxide** (Hash: 352e65de). These mechanisms explore how the agency-client contract itself can remove friction, protect craftsman focus, and eliminate vanity dashboards.

100 /  
100

FORGE SCORE

Low

RUBRIC STRESS

21 / 8

FRAGMENTS /  
SURVIVORS

scorer.py

VERIFIED LOGIC

## The Single Paper Receipt Digest

QUIET · POWER SHIFT

Eliminates all digital analytics dashboards and portal logins; delivers a single physical thermal receipt on the 30th of each month showing exactly four metrics: New Enquiries, Booked Call-outs, Rescued Missed Calls, and Estimated Net Revenue.

*Dream core: "No client logins, analytics dashboards, or software portals ever exist for George to check."*

**Trace:** object\_removal · forbidden analytics dashboard

**Nearest known:** Monthly digital marketing PDF report or Google Analytics dashboard

**Distance:** 8 — Reduces agency reporting to a physical 4-line ledger receipt.

**Practical Skin:** Delivered in person or mailed with invoice; readable in 5 seconds with greasy workshop hands.

## The Amber State Rollback

QUIET · POWER SHIFT

All domain redirects, Google listing verifications, DNS configurations, and WhatsApp flows created by AN3S are mirrored into an open-standard offline bundle on an encrypted USB drive in George's workshop safe, preventing agency hostage lock-in.

*Dream core: "The client retains absolute offline ownership of every digital asset created without relying on agency cooperation."*

**Trace:** random\_entry · amber

**Nearest known:** Website backup ZIP files and client offboarding handover documents

**Distance:** 8 — Autonomous offline asset store requiring no agency passwords to maintain.

**Practical Skin:** Updated quarterly; includes written step-by-step instructions to run the flows independently.

## Marrow Triage Valve

QUIET · POWER SHIFT

An automated intake damper that checks workshop bay occupancy before accepting bookings; when George logs 4 vehicles in the yard, the WhatsApp flow shifts non-urgent alternator repairs to future slots to preserve quality.

*Dream core: "Client acquisition automatically chokes itself to protect the craftsman from physical burnout."*

**Trace:** random\_entry · marrow

**Nearest known:** Calendly appointment booking limits and restaurant table management software

**Distance:** 8 — Direct coupling of physical workshop capacity to inbound Google & WhatsApp intake.

**Practical Skin:** George taps a high-contrast physical button in the shop marked "BAYS FULL" which toggles intake state.

## Submarine Silent Running Switch

UNCOMFORTABLE · POWER SHIFT

A physical waterproof heavy-duty toggle switch mounted on George's repair bay wall; flipping the switch instantly silences all phone forwarding, puts WhatsApp into 'Craftsman Under Bonnet' deferred triage mode, and notifies customers of exact response times.

*Dream core: "A physical workshop switch mechanically overrides the entire cloud agency intake pipeline."*

**Trace:** cross\_domain\_collision · naval submarine silent running

**Nearest known:** Do Not Disturb phone settings and automated out-of-office email responders

**Distance:** 8 — Industrial wall switch that mechanically governs multi-channel dispatch rules.

**Practical Skin:** Ruggedized industrial enclosure suitable for grease and solvent contact without damaging digital hardware.

## Hand-Off Penalty Bond

UNCOMFORTABLE · POWER SHIFT

AN3S deposits a cash penalty bond with George at project start; if any customer who passed through the WhatsApp triage flow is forced to phone George a second time for directions or arrival updates, R100 is deducted from AN3S's monthly service invoice.

*Dream core: "The agency pays a direct cash penalty whenever its communication workflow leaks and interrupts the mechanic."*

**Trace:** provocation · agency fined when mechanic answers phone

**Nearest known:** Service Level Agreement (SLA) uptime penalties and agency performance guarantees

**Distance:** 8 — Micro-penalties tied strictly to physical craftsman phone interruptions.

**Practical Skin:** Tracked automatically via call logs and credited on the monthly invoice without George having to ask.

## The Black Box Incident Review

PLAIN · OPERATIONAL

Whenever a 1-star or 2-star Google review is received, AN3S and George conduct an aviation-style 'No Blame' audit that cross-references phone logs and WhatsApp timestamps to identify the structural breakdown point before drafting a public response.

*Dream core: "Every bad review is treated as an operational system failure rather than an emotional customer complaint."*

**Trace:** cross\_domain\_collision · aviation flight recorder

**Nearest known:** Online reputation management and customer review response templates

**Distance:** 8 — Aviation-style post-mortem fixing the underlying mechanical triage flow.

**Practical Skin:** A 5-minute diagnostic protocol that diagnoses whether the issue was communication delay or supplier failure.

### COMBINATION MATRIX (DEPTH F1)

#### Hybrid 01: Submarine Silent Running Switch × Hand-off Penalty Bond

Flipping the wall switch to 'Silent Running' triples the agency's penalty bond deduction for any phone leak, while simultaneously unlocking a double bonus fee if all inbound inquiries during that shift are resolved silently via WhatsApp without George touching a phone.

#### Hybrid 02: Single Paper Receipt Digest × Marrow Triage Valve

The monthly thermal receipt prints an automated capacity score showing exactly how many potential inquiries were diverted away from the shop to maintain repair quality, reporting 'protected hours' as a key success metric.

Mainstream Residue: George still has to approve the financial terms of the engagement. WhatsApp Business APIs still depend on Meta's commercial network.

10 · READY WHEN YOU ARE

## Next Step & Approval

Ready to stop losing call-outs while under the bonnet? Simply reply with **"Go - Option A"** or **"Go - Option B"**, or view the formal client quotation document below.

 [VIEW STANDALONE QUOTATION & SIGN-OFF DOCUMENT \(AN3S-QT-2026-PAE01\) →](#)

**APPROVE OPTION A (R11,000 + R650/MO)**

**APPROVE OPTION B (R11,500 + R650/MO)**

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Kind regards,  
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STRATEGY, CHAOS, AND EXPERIMENTAL TECH



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