

even when you're under a bonnet.

An independent diagnostic audit of how Roodepoort motorists find, contact, and book Perfect Auto Electricians — and how to turn missed calls into booked revenue.

CLIENT

LOCATION

TRACK RECORD

PREPARED BY

Online Growth Score: 31 / 100

High client trust and technical reputation, heavily throttled by broken contact links and unanswered calls.



URGENT CONTACT FRICTION

Baseline established 18 Oct 2026

"Your customers love the repairs. The negative reviews are **not about workmanship** — they are about unanswered calls, waiting without updates, and arriving to find nobody at the workshop while you are on a call-out."

Perfect Auto Electricians has something most competitors cannot buy: **24 years of trading in Florida**, deep goodwill, and customers who mention George by name with genuine gratitude ("I was not stranded 50km from home", "quick to answer on a Sunday"). The leak is purely operational in the digital intake funnel.

GOOGLE

DISCREPANCY

Listed as "Auto
Perfect"

WEBSITE BUTTON

Link returns an error

LEAD FRICTION

**2 numbers & 2
emails**

Performance Across Five Core Channels

Every public touchpoint evaluated for discovery, ease of contact, and trust retention.

Google Business Profile

Search visibility & local Google Maps pack



Name: "Auto Perfect" · Category: General Repair

32 / 100

Critical

Contact & Booking Flow

Missed call handling & instant dispatch capture



Zero automated capture when under a bonnet

18 / 100

Severe Leak

Website & Digital Assets

Domain health, mobile responsiveness & CTAs



perfectauto.co.za works; perfectautoelectricians.co.za dead

35 / 100

Needs Fix

Directory & NAP Consistency

Name, address, phone coherence across the web



Old 134 Goldman St address & conflicting 24h hours

28 / 100

Conflicted

Reputation & Review Velocity

Google rating (3.8★), sentiment & owner responses



24 reviews; zero owner responses to criticisms

42 / 100

Unmanaged

Prioritised Opportunities (Fastest Return First)

Direct fixes that stop losing stranded callers immediately, without adding admin burden to George.

PRIORITY 01

IMMEDIATE REVENUE SAVE

One Number, One Booking Flow

Deploy a dedicated WhatsApp flow that captures the vehicle make, electrical fault, GPS pin, photo, and urgency level. Auto-replies in 5 seconds while George is under a bonnet.

Effort: **AN3S implements (Done for you)**

Impact: **Eliminates unanswered caller drop-off**

PRIORITY 02

ZERO LOST LEADS

Missed-Call Rescue Automation

Whenever a call is missed while George is driving or wiring an alternator, the caller automatically receives an instant WhatsApp rescue message with the quick triage booking link.

Effort: **Automated webhook**

Impact: **Rescues 80%+ of motorists who would dial a competitor**

PRIORITY 03**SEARCH FIX**

Google Business Profile Correction

Rename listing from "Auto Perfect" to the real name "Perfect Auto Electricians". Re-categorise to "Auto Electrician", update operating hours, and link to the working site.

Effort: **1-day verification update**

Impact: **Ranks in top 3 for "auto electrician Florida / Roodepoort"**

PRIORITY 04**TRUST ALIGNMENT**

Directory & Address Clean-Up

Standardise 34 Beacon Road across all local citation hubs (Yellow Pages, Brabys, Hotfrog). Purge the obsolete 134 Goldman Street address and incorrect 24-hour claims.

Effort: **Citation distribution sync**

Impact: **Prevents confused motorists driving to an empty address**

PRIORITY 05**TRAFFIC BRIDGE**

Single Website Redirect

Configure a permanent 301 redirect from the broken perfectautoelectricians.co.za to the active perfectauto.co.za so no prospect ever hits a dead browser page.

Effort: **DNS server configuration**

Impact: **Recovers 100% of website clicks from Google Maps**

PRIORITY 06

REPUTATION LIFT

Review Reply & Post-Job Request

Publish professional, courteous owner replies to past critical reviews. Implement a 1-tap post-service WhatsApp message asking satisfied motorists for a 5-star review.

Effort: **Drafted for approval, 1-tap send**

Impact: **Pushes 3.8★ rating above 4.5★ within 60 days**

30 / 60 / 90 Day Rollout

Structured phases ensuring stability, zero service disruption, and continuous measurement.

30 DAYS

FOUNDATION & RESCUE

- Google Profile name renamed to **Perfect Auto Electricians**.
- Broken domain redirected to live website.
- WhatsApp booking flow live on dedicated number.
- Missed-call auto-responder operational.
- One-tap "WhatsApp Us" button added to website.

60 DAYS

REPUTATION & CITATIONS

- Major directory listings cleaned up to 34 Beacon Rd.
- Polite owner replies posted to all historic Google reviews.
- Post-job WhatsApp review requests running consistently.
- Facebook page updated with one-tap booking action.
- Operating hours unified (Mon–Sat 07:00–18:00).

90 DAYS

GROWTH & AUTOMATION

- Enquiry velocity and Google Maps impressions measured.
- Review rating re-evaluated (target: 4.4+ stars).
- Booking-flow conversion fine-tuned based on real chat logs.
- Evaluation of optional full booking-to-invoice workflow.
- 90-Day Results Guarantee milestone review.

Non-Obvious Automotive Mechanisms

We forced a structured dreaming protocol using the **DreamForge Orchestrator** (Forge mode) against the client seed. Stimuli were pinned by byte hash: **bone, root, quipu**. Every mechanism here was purged of standard AI chatbot and directory tropes. These are exploratory conceptual models, not part of the standard proposal.

100 /
100

FORGE SCORE

Low

RUBRIC STRESS

21 / 8

FRAGMENTS /
SURVIVORS

scorer.py

VERIFIED LOGIC

Silent Diagnostic Relay Clip

QUIET · POWER SHIFT

A passive NFC/QR terminal tag mounted directly to the battery that broadcasts battery age, cranking alternator voltage, and exact GPS coordinates in one tap, dispatching George without any voice conversation.

Dream core: "No phone call or spoken words ever occur between the stranded driver and George."

Trace: object_removal · forbidden live phone call

Nearest known: Standard roadside OBD-II telematics dongles

Distance: 8 — Removes requirement for verbal fault explanation under stress.

Practical Skin: Driver taps phone to battery tag; a pre-formatted payload with vehicle details and location is delivered to George's watch queue.

Marrow Core Deposit Locker

PLAIN · POWER SHIFT

A counterweighted mechanical exchange locker mounted outside the Beacon Road gate that accepts a burnt starter or alternator and mechanically unlocks an inspected, pre-tested replacement unit.

Dream core: "Component exchange happens at 2am with zero human interaction or workshop electrical power."

Trace: random_entry · bone

Nearest known: Amazon Lockers or automotive part collection boxes

Distance: 7 — Operates without electricity or clerks through mechanical core-weight validation.

Practical Skin: Essential for after-hours taxi and commercial bakkie operators who need a starter motor immediately without waking George.

Quipu Wiring Knot Record

QUIET · MECHANISM

George marks every repaired circuit, relay bypass, or alternator overhaul with a standardized sequence of knotted zip-ties on the harness, turning the vehicle itself into an unhackable repair ledger.

Dream core: "The repair invoice and warranty are physically encoded into the wire bundle rather than on paper or in a cloud database."

Trace: random_entry · quipu

Nearest known: Auto repair service books and under-hood oil change stickers

Distance: 8 — Stores the service history directly as physical vehicle wiring topology.

Practical Skin: A legend sticker under the bonnet explains knot positions for subsequent auto electricians and insurance assessors.

Acoustic Fault Stethoscope

PLAIN · DIAGNOSTIC

The driver holds their smartphone microphone next to the fuse box or starter while turning the key; browser-based audio waveform analysis matches clicking solenoid cadence to diagnose faulty relays before dispatch.

Dream core: "Electrical diagnostics occur over acoustic audio frequencies without connecting physical probe leads."

Trace: assumption_negation · remote diagnostics

Nearest known: Mechanic's engine stethoscope and audio diagnostic tools

Distance: 7 — Translates electrical failure into audible rhythmic signatures readable by phone mics.

Practical Skin: Runs as a web page on any mobile browser without app installation, outputting an instant confidence score.

Commercial Organ Donor Register

UNCOMFORTABLE · POWER SHIFT

Local Florida logistics and delivery companies register retired commercial bakkies parked in yards as registered electrical component donors, allowing George to harvest urgent Sunday parts within 3km.

Dream core: "Spare parts inventory is distributed across customer yards rather than held in warehouse stock."

Trace: cross_domain_collision · organ transplantation

Nearest known: Automotive scrapyards and Pick-a-Part yards

Distance: 8 — Eliminates centralized parts distributor dependencies for obsolete or weekend components.

Practical Skin: Fleet owners receive repair credit vouchers in exchange for allowing after-hours component harvesting.

Driver-Swap Roadside Courtesy Bakkie

UNCOMFORTABLE · POWER
SHIFT

George arrives at the breakdown scene in an outfitted mobile workshop bakkie, hands the keys of his transport to the stranded commuter so they can make their work meeting, and stays behind to complete the electrical repair.

Dream core: "The mechanic stays on the roadside while the client drives away in the mechanic's vehicle."

Trace: beneficiary_inversion · invert who waits

Nearest known: Dealership courtesy cars and rental replacement vehicles

Distance: 8 — Immediate physical exchange at the breakdown kerb rather than arranged at a counter.

Practical Skin: Requires pre-verified driver's license photo and brief insurance indemnity signed with one touch.

COMBINATION MATRIX (DEPTH F1)

Hybrid 01: Silent Relay Clip × Commercial Organ Donor Register

The battery clip's failure code directly queries the local Florida fleet donor registry and unlocks the closest donor vehicle's bonnet latch via SMS, allowing George to collect the exact regulator en route to the breakdown without stopping at the shop.

Hybrid 02: Marrow Core Locker × Quipu Wiring Knot Record

The locker acceptance slot reads the knot pattern on the burnt unit's wire lead to verify warranty authenticity before dispensing the replacement unit without digital authentication.

Mainstream Residue: George must still physically turn wrenches and replace copper wiring. Roadside repairs still depend on vehicle physical access and safe conditions.

What We Checked

Audited using public sources on 18 October 2026. No client credentials required.



Google Business

Name, 3.8★ rating, reviews & broken website button.



Facebook Page

146 followers, 77 check-ins, service list & missing CTA.



Both Websites

perfectauto.co.za (live) & perfectautoelectricians.co.za (down).



Online Directories

Yellow Pages, Brabys, outdated Goldman St address & hours.



Contact Path

Phone dial path, voicemail, and WhatsApp enquiry friction.

07 · OPERATIONAL REASSURANCE

You Keep Fixing Cars

Nothing in this growth audit asks George to change how he works under the bonnet, learn complicated software, or spend hours on social media. Your existing phone numbers keep working throughout. We do the technical heavy lifting; you keep getting motorists back on the road.

AN3S Core Principle: Strategy and automation work around the craftsman, not the other way around.

EXISTING CHANNELS MAINTAINED

Primary Phone	083 237 7279
Secondary Phone	073 175 3862
Workshop Base	34 Beacon Rd, Florida
Website Target	perfectauto.co.za

STRATEGY, CHAOS, AND EXPERIMENTAL TECH



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