



A PRACTICAL GUIDE

Where to Start with AI

For electricians, plumbers, pest control, waste & removal, clinics, dentists, mechanics — and any local service business that runs on calls, WhatsApp, and bookings.

WHY THIS GUIDE

You don't need a six-month IT project to start.

Every unanswered call or slow WhatsApp reply is a job that might go to whoever answers first. AI doesn't fix bad service — it fixes being unreachable, and for most local service businesses, that's the single biggest thing costing them work right now.

This guide is deliberately provider-agnostic. Use it whether you end up working with us, another provider, or building something yourself. Nothing here is a sales pitch dressed up as advice — the actual offer is on the last page, clearly labelled, and it's the only part that is.

THE REAL COST OF BEING UNREACHABLE

After hours — a customer calls at 8pm, gets voicemail, and calls the next name on the list.

On the job — you're under a sink or up a ladder. The phone rings out, and you find out about the missed job later, if at all.

Second line — you're already on one call when another comes in. One of them doesn't get answered.

None of these are numbers we're going to invent for you. They're worth working out for your own business — use the free calculator at arcarius.com to put your own figures against it.

Ranked by how easy they are to get live.

- 01** **Answer instantly, on every channel** — Moderate
An AI front desk that picks up calls and WhatsApp messages the moment they come in — day or night — so nothing rings out or sits unread.
- 02** **Get every booking onto one calendar** — Moderate
Whatever channel the job comes in on, it lands in the same calendar automatically — no re-typing appointments from a notes app or a scrap of paper.
- 03** **Send confirmations and reminders** — Easy
A short automatic message after booking, and another before the appointment, cuts down the no-shows that cost you a slot for nothing.
- 04** **Auto-answer the questions you get every week** — Easy
Hours, pricing range, service area, what you do and don't cover — answered instantly instead of your team repeating the same five answers all day.
- 05** **Simplify quoting and estimates** — Moderate
Let AI gather the details — job type, size, photos, location — up front, so a person can give a real quote faster. A caution: anything final should still be confirmed by a person, especially early on.

Ten questions. Be honest, not aspirational.

- We've missed calls or messages in the last week that we know about.
- We don't actually have a way to know how many calls we're missing.
- Someone has to manually re-enter phone or WhatsApp bookings into a calendar.
- We get the same 3–5 questions from customers, every single week.
- No-shows cost us real time or money on a regular basis.
- Our booking process depends on one specific person being available.
- Quotes and estimates take more back-and-forth than they should.
- We're open after hours or on weekends, but our phone effectively isn't.
- We've thought about using AI here but genuinely don't know where to start.
- We'd rather spend our time on the job than answering the phone.

4 or more ticked — you're a strong candidate to start this month. **Fewer than 4** — worth a second look in 3–6 months as the business grows.

Three steps. This month, not someday.

01

Map your real booking flow —

Write down, honestly, where jobs actually come from today — phone, WhatsApp, walk-ins — and exactly where they get lost. Not the process on paper. The one that's really happening.

02

Pick one channel to fix first —

Don't try to automate everything at once. The businesses that stall are the ones trying to fix calls, WhatsApp, quoting, and reminders in the same week. Pick the one costing you the most jobs.

03

Test it on real customers before going all-in —

A soft launch — running it alongside your current process for a couple of weeks — beats a big-bang switch every time. Fix what breaks before it's the only way in.



THE ONE PART THAT'S AN OFFER

What Arcarius Services actually does

We build an AI Appointment Assistant trained on your business — your services, hours, service area, and pricing — that answers calls and WhatsApp, books straight into your calendar, and sends the reminders. It's live and tested end to end. We don't have client case studies to show you yet, because we're just getting started — and we'd rather tell you that plainly than invent one.

Book a free 15-minute consult — no pitch deck, just your booking flow, and whether this actually solves it.

hello@arcariuservices.com — arcariuservices.com

Arcarius Services is a trading name of Arcarius Holding OÜ.

AI-assisted — outputs support your booking process; confirming appointments and customer commitments stays with your business.