From enquiry to a clear next step.

A three-page desk reference. All businesses, messages and numbers below are fictional. This is a planning aid; review facts, permissions, prices and availability before use.

1 / An enquiry with missing details

> **Customer:** "How much for servicing? Saturday free?"
> **Reply draft:** "Thanks for asking. How many units need servicing, what type are they, and which area is the property in? Is this routine servicing or a specific issue? Saturday is a request; we will check availability after confirming the details."

Why it works: collect the details that change scope and price. Do not diagnose a fault or promise a slot from a short chat.

2 / A price with its assumptions visible

Fictional approved rates: S$25 per unit, S$50 minimum service charge and S$10 visit fee. Three units: max(3 x S$25, S$50) + S$10 = S$85 before applicable tax. One unit: max(S$25, S$50) + S$10 = S$60 before applicable tax.

The minimum is a floor, not an additional charge. Check your own tax treatment and final total. Confirm unit type, access, scope and exclusions before issuing.

3 / Keep the booking state honest

> "We received your preferred morning slot. It is awaiting our availability check. We will agree the appointment with you before confirming."

Attach the correct PDF manually. Open it on your phone, check the recipient and reference, and send only after reviewing. A WhatsApp text link does not attach a PDF.

Tools and examples: iservices.sg/guides.html

One service. One area. One measurable action.

A post based on confirmed facts

> **Sample Aircon - fictional**
> General servicing for wall-mounted units in Tampines and Bedok. Message us with the unit count and service area to request a quotation. We will confirm scope, price and availability before booking.

No invented discount, ranking, credential or guaranteed outcome. Pair it with an image you own or have permission to use. Keep customer homes and identifying details out unless authorised.

A manageable seven-day routine

Mon / Check service scope, areas and contact route.

Tue / Prepare one factual post and check the image rights.

Wed / Publish through your own account; record the date.

Thu / Reply to relevant enquiries and clarify missing facts.

Fri / Follow up quotations where a next contact was agreed.

Sat / Check enquiry quality, quoted jobs and time spent.

Sun / Keep, revise or stop the test; plan one change.

Judge progress without inventing attribution

Fictional week: 6 enquiries, 4 relevant enquiries, 3 quotations, 1 confirmed job. Relevant enquiries are 4/6; quotation-to-job conversion is 1/3. One week is too small to establish a reliable conversion rate. Track the source only when known; do not assume every enquiry came from the post.

Free post builder: iservices.sg/free-service-post-builder.html

A public reply. A private resolution.

A customer questions a charge

Fictional review: "The final amount was higher than I expected."
Reply draft: "Thank you for raising this. We would like to review the quoted scope and charges with you. Please contact us through our business contact details so we can check the records privately and clarify the next step."

Before posting: check the quote version, approved additional work and final invoice. This wording does not establish who is right, promise a refund or disclose the customer's records.

Positive feedback without an invented claim

"Thank you for your feedback about the clear quotation. We appreciate you taking the time to share your experience."

Use this only if the review actually mentions the quotation. If it does not, thank the customer without adding a specific experience.

Keep a small action log

Record	What to note
Source and date	Review or enquiry reference; keep private records private.
Confirmed facts	Approved quote and scope; what still needs checking.
Next action	Who will investigate and when to contact the customer.
Outcome	Agreed action, declined enquiry or no further contact.

Stop follow-ups when a customer declines or asks you to stop. Review any compensation with the person authorised to approve it. Do not paste names, phone numbers, full addresses or payment records into an AI prompt.

Reply examples: iservices.sg/google-review-reply-templates-singapore.html