The Missed-Enquiry Checklist

10 quick checks to find where customer enquiries get lost, from the first message to the first reply and the follow-up. Plain questions. No software needed.

> **How to use it:** Tick a box only if the answer is a clear yes today. If you are not sure, leave it empty. It takes about 15 minutes with a pen, ideally with the person who answers your phone or WhatsApp.

A · CATCH EVERY ENQUIRY

- [ ] 1 **You can list every place an enquiry can arrive.**
  WhatsApp, calls, website form, Instagram or Facebook messages, email, walk-ins, ad forms. Write them down.

- [ ] 2 **One list records every enquiry.**
  A sheet or a lead inbox. Not just one person's phone or one chat.

- [ ] 3 **Each record has the basics.**
  Name, phone number, what they asked, where it came from, and the date and time.

B · REPLY ON TIME

- [ ] 4 **One named person owns new enquiries each day, and has a backup.**
  "Everyone can see it" usually means no one replies.

- [ ] 5 **You know how long your last 10 enquiries waited for a first reply.**
  Look at the times. If you cannot find them, that is your first fix.

- [ ] 6 **Customers get a quick "we got your message" note, including after hours.**
  Say when they will hear from you, for example "by 10 am tomorrow". Then keep that promise.

C · FOLLOW UP AND TRACK

☐ 7 **A written follow-up rule exists.**
For example: no answer after 1 day, 3 days, 7 days. Who sends what, and on which channel?

☐ 8 **Every price or quote you send gets a reminder.**
The quote you sent on Monday should not be forgotten by Friday.

☐ 9 **Booked customers get a reminder before the visit or call.**
A short message the day before helps people remember and tells you early if the time must change.

☐ 10 **Once a week, you count and look at the lost ones.**
Enquiries in, replied, booked, still waiting. For the lost ones, write down why.

YOUR MONDAY COUNT (WRITE IT HERE)

Week of	Enquiries came in	Got a reply	Still waiting	Why some were lost

WHAT YOUR TICKS MEAN

0 TO 4
Start with checks 1 to 4 this week. Get one list and one owner first.

5 TO 8
Pick your two empty boxes and fix those first.

9 TO 10
Keep the Monday count going. Review the lost ones every month.

This is a simple rule of thumb to help you plan. It is not a study or a benchmark. If you use WhatsApp to message customers, use the official WhatsApp Business tools and message people who agreed to hear from you.

Want a second pair of eyes?

Send us your answers and we will give you a free 15-minute review of where your enquiries are getting lost. No pressure to buy anything.

hello@marketrun.in · marketrun.in/contact