

Sunwave LSA Playbook for CSRs

- **How it works:** a homeowner searches "plumber near me" or "water heater repair," sees Sunwave at the top of Google, and calls, messages, or books through Google.
- **We pay for every lead,** not every click. A call that rings out is a paid lead handed to the next plumber on the list. Google shows them three plumbers side by side, so if we do not pick up, the next one will.
- **How we handle leads changes future leads.** Google ranks us partly on how fast we answer and reply. Slow today means fewer leads next month, no matter how much we spend.

The 3 LSA rules

1. **ANSWER.** Every LSA call gets answered. Target 95% or higher.
2. **RESPOND.** Every LSA message gets a reply within 2 minutes. Every missed LSA call gets a callback within 2 minutes.
3. **RATE.** Every LSA lead gets rated in Google the same day.

What to do and how often

When	What
Every LSA call	Answer. It comes before paperwork and notes.
Every missed LSA call	Call back within 2 minutes, then hand it to our normal follow-up.
Every LSA message	Reply within 2 minutes, even if it is a job we do not do.
Every LSA lead	Rate it in Google the same day.
First thing every morning	Reply to every LSA message and call back every missed LSA call that came in overnight.
End of every day	No LSA messages unanswered. No LSA lead unrated.
Weekly	Check answer rate, reply time, and lead ratings for each LSA account.

How to spot an LSA lead

If you hear or see any of these, you are handling a paid LSA lead.

- **Calls:** you usually hear "Call from Google" when you pick up. Some phone systems skip this, so also check the caller line or tag in our phone system.
- **Messages:** they arrive in the LSA inbox (moving to the Leads page in Google Ads) and on the app alert.
- **Bookings:** they come in through Google and land in the CRM.

Rule 1: Answer

Google tracks the share of LSA calls we answer. Missed calls, voicemail, and calls that ring out all count against us, and a low answer rate costs ranking that no budget can buy back.

- LSA calls come before paperwork and notes.
- Missed LSA call: call back within 2 minutes, then use our normal follow-up.
- Skipping the callback does not save money. Google can still charge for the lead once we reach them or leave a voicemail.

Rule 2: Respond to messages

Google shows customers our average reply time right on the ad, from "a few minutes" to "one day." Recent replies count most. The best badge needs replies within about 5 minutes, so we aim for 2 minutes.

- Reply to every LSA message, even for jobs we do not do. A missing reply hurts our badge either way.

Rule 3: Rate every lead in Google

Google no longer takes lead disputes. It issues credits for bad leads automatically and uses our ratings to decide credits and to learn which customers to send us.

- Rate every LSA lead with Google's options the same day.
- Invalid is only for spam, solicitors, wrong numbers, jobs we do not do, and customers outside our area.
- **A lost sale is not a bad lead.** Price shoppers, people who did not want the service fee, and people not ready to book are real leads. Rating them invalid teaches Google the wrong thing.

Good to know

- **Call recordings:** Google records LSA calls, and we can listen to them.
- **Reviews:** our Google reviews show on the LSA ad and affect where we rank.
- **Past customers:** when someone searches "Sunwave Plumbing" by name, our LSA ad can show. We only pay if they are a new customer.
- **Messages cost less:** message leads usually cost us less than call leads.
- **The inbox is moving:** LSA is moving into Google Ads, so leads and messages will show on a Leads page there. The rules stay the same.