

Implementing an AI receptionist in a tyre shop

10 steps from day one to an agent that answers every call — with checklist and metrics.

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1. Why a receptionist, why now

A tyre shop loses business on the phone, not on tyres. In season more than half of calls go unanswered and a third of missed callers never try again. The goal is not technology — it is that every call gets an answer: a slot, a price or a callback.

2. What you need before you start

An updated price list (size → fitted price) as CSV/Excel; opening hours and a calendar of free slots; your existing phone number (calls get forwarded); a decision which channels customers use — phone, Viber, WhatsApp, Telegram; one teammate who gives feedback in the first two weeks.

3. Days 1–3: price list and knowledge

Import the price list — size, brand, stock, price. Add the unwritten rules everyone repeats: fitting packages, hotel tyres, surcharges for valves and balancing, and your most common question with its exact answer.

4. Days 3–5: calendar and channels

Connect free slots — the agent only offers what is really free; double-booking kills trust fastest. Connect the Viber/WhatsApp number customers know — confirmations go where they already are.

5. Test calls before go-live

Call yourself first: ask for a size you do not stock, a full slot, a question it cannot answer. Expected behaviour: admit it will check and offer a callback — never improvise.

6. Go-live and week one

Forward calls — or the overflow after 20 seconds. For the first week read transcripts daily: is the agent closing slots, losing bookings, hitting knowledge gaps (fill them immediately).

7. What to measure after 30 days

Answer rate (target 100%), booked slots from calls, calls a human had to take over, knowledge gaps and how fast they close, minutes used vs your plan.

8. Common mistakes

A stale price list; a calendar nobody maintains — double bookings; nobody reads transcripts the first week; expecting the agent to know everything — escalation to a human is a feature,

not a failure.

9. Checklist

- ☐ Price list imported and verified on 3 sizes
- ☐ Knowledge base has hours, rules, surcharges, tyre hotel
- ☐ Calendar connected
- ☐ Viber/WhatsApp connected and test-sent
- ☐ 5 test calls passed
- ☐ Forwarding active, portal shows calls
- ☐ Weekly transcript review scheduled.

10. What next

Once calls are covered: reminders before appointments, campaigns to dormant customers, tyre hotel as extra revenue. The system already logs everything needed for that.

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