SAMPLE DATA · FICTIONAL BRAND · EXAMPLE ONLY · Rubric v3 · invented results for illustration

Example Pest Co.

11 Texas locations in 4 regions, 40 test attempts in October 2026 by web form, email and site chat, each watched for 7 days. Times are Central Time (CT). Speed is scored on business hours. Every score shows how many tests it rests on (n). Broken or untestable intake is reported on its own line and is never averaged into the response score.

67 D
Network response score, October (n=38 scored tests)

63 → 67
3-month trend, Aug to Oct (network average of locations)

1 of 40
Intake health: attempts where the form failed (plus 1 not testable)

7 of 11
Locations with enough tests to rank ("Pattern")

Where the network is underperforming

Average response score by region and month. Each cell is the average of its locations, with the number of scored tests behind it. Cells with fewer than 2 tests are marked "low n" and not graded.

Region	Aug 2026	Sep 2026	Oct 2026
North TX	63 D · n=6	63 D · n=9	73 C · n=12
Central TX	84 B · n=4	80 B · n=7	81 B · n=10
Houston	59 F · n=6	57 F · n=8	59 F · n=10
San Antonio	49 F · n=4	48 F · n=5	51 F · n=6

A 90+ · B 80–89 · C 70–79 · D 60–69 · F under 60 · low n

Top fixes

1. **San Antonio NE: put a named person behind web leads.** 2 of 4 October tests got only an autoresponder and 1 got nothing at all. The action is open; we retest once it's marked done.

2. **Houston region: lift the middle.** Katy and The Woodlands answer, but with vague next steps. Offering a booking link or a specific time would lift the Next step score (15 points).
3. **Keep Fort Worth's new reply template.** Both tests after the change scored 78 or more, up from 38 before. One more month of tests will show whether it holds.

Location comparison, October

Ranked only where a location has 4 or more scored tests on at least 2 days and 2 channels ("Pattern").

#	Location	Score	Grade	n	Confidence	Outcomes	Aug→Oct
1	**Austin North** Central TX · Corporate	94	A	4	Pattern	Useful reply 4	No clear change
2	**Dallas Central** North TX · Owner group A	85	B	4	Pattern	Useful reply 4	No clear change
3	**Round Rock** Central TX · Corporate	85	B	4	Pattern	Useful reply 4	No clear change
4	**Plano** North TX · Owner group A	74	C	4	Pattern	Useful reply 4	No clear change
5	**Katy** Houston · Owner group D	66	D	4	Pattern	Useful reply 4	No clear change
6	**Fort Worth** North TX · Owner group B	59	F	4	Pattern	Useful reply 4	▲ Improving
7	**San Antonio NE** San Antonio · Owner group E	22	F	4	Pattern	Autoresponder only 2, Confirmed delivered, no reply 1, Useful reply 1	No clear change

Not enough tests to rank yet

Location	Score	n	Confidence	Outcomes
Waco Central TX · Owner group C	63	2	Early read	Not testable 1, Useful reply 2
Houston West Houston · Owner group D	65	3	Early read	Submission failed 1, Useful reply 3
The Woodlands Houston · Owner group D	47	3	Early read	Useful reply 2, Confirmed delivered, no reply 1

Location	Score	n	Confidence	Outcomes
New Braunfels San Antonio · Owner group E	80	2	Early read	Useful reply 2

Intake health (kept apart from responsiveness)

A failed or untestable form loses a lead before anyone can answer it, so it's a different fix from a slow reply. These attempts are not in any response score.

Location	Attempts	Submission failed	Not testable	Delivered
Waco	3	0	1	2
Houston West	4	1	0	3

Location	Test	Outcome	What happened
Waco	Web form · Tue Oct 6, 11:00 AM CT	Not testable	Form requires a street address. Resolved: client supplied a test address in scope (Oct 12).
Houston West	Web form · Thu Oct 8, 11:10 AM CT	Submission failed	Form returned an error; retry Fri Oct 9 failed too.

Delivered means the form showed a confirmation or the email did not bounce. We can't see inside the business's systems.

Responsiveness: delivered inquiries nobody answered

Separate from intake: these inquiries were delivered, and the problem is the reply.

Location	Test	Outcome	Score	What happened
The Woodlands	Email · Wed Oct 14, 10:10 AM CT	Confirmed delivered, no reply	0	No bounce, nothing back in 7 days.
San Antonio NE	Web form · Wed Oct 7, 10:25 AM CT	Autoresponder only	14	Autoresponder then a promo email; nobody took over.
San Antonio NE	Email · Thu Oct 15, 1:05 PM CT	Autoresponder only	14	Same autoresponder; no person.
San Antonio NE	Web form · Tue Oct 20, 11:30 AM CT	Confirmed delivered, no reply	0	Confirmation shown; nothing in 7 days.

Corrective actions and retests

Assigned by the client's managers in a shared tracker. When an action is marked done, we retest that location within about 2 weeks.

Location	Issue	Action and owner	Status	Retest	Result
Houston West	Web form returned an error on both attempts (Oct 8, retry Oct 9).	Fix the form handler; confirm with a test of our own. Owner: Location manager, Houston West · due Oct 16	Done Oct 20	Retest Oct 27 (web form): form accepted, booking link sent, 78	**Fixed**
Fort Worth	Replies deflected to "call the office" (Oct 6, Oct 15).	Adopt the shared reply template with price ranges and booking link. Owner: Regional manager, North TX · due Oct 20	Done Oct 19	Retest Oct 22 (web form): 78, up from 38	**Improved**
San Antonio NE	Autoresponder only on 2 of 4 tests; no named person took over.	Route web leads to a named person within 1 business hour. Owner: Owner group E · due Nov 6	Open	Retest scheduled after done	**Not yet retested**
Waco	Web form requires a street address, so it was not testable.	Client supplied a test address in the written scope. Owner: HQ operations · due Oct 12	Done Oct 12	Tested Oct 14 and Oct 22 (scored)	**Resolved**

3-month trend



Network response score by month (average of location scores). "Improving" or "Declining" is shown only when a location's score moved 10 points or more from August to October and both months have at least 2 tests.

Location	Aug	Sep	Oct	Trend
Dallas Central North TX	78 n=2	80 n=3	85 n=4	No clear change
Plano North TX	70 n=2	72 n=3	74 n=4	No clear change
Fort Worth North TX	41 n=2	38 n=3	59 n=4	▲ Improving

Location	Aug	Sep	Oct		Trend
Austin North Central TX	88 n=2	92 n=3	94 n=4		No clear change
Round Rock Central TX	80 n=2	83 n=3	85 n=4		No clear change
Waco Central TX	– n=0	66 n=1	63 n=2		Not enough data
Houston West Houston	58 n=2	51 n=2	65 n=3		No clear change
Katy Houston	64 n=2	62 n=3	66 n=4		No clear change
The Woodlands Houston	55 n=2	57 n=3	47 n=3		No clear change
San Antonio NE San Antonio	30 n=2	24 n=3	22 n=4		No clear change
New Braunfels San Antonio	68 n=2	71 n=2	80 n=2		▲ Improving

How to read this scorecard

- **Confidence labels:** 1 test = Single sample (indicative only, not a verdict) · 2–3 = Early read · 4+ on 2+ days and 2+ channels = Pattern.
- **Outcomes:** every test gets one: Useful reply, Autoresponder only, Confirmed delivered with no reply (all scored), or Submission failed and Not testable (reported under Intake health, never scored).
- Scores use the same 100-point rubric for human and AI replies: speed to first useful reply 25, question answered 25, booking path offered 15, follow-up 15, personal 10, professionalism 10. We never book; we check whether a way to book was offered.
- Tests run only with the client's written permission. We never bypass a CAPTCHA: a visible challenge is completed by a person on our team, or the test is marked not testable.