

THE FIRST 31 DAYS

10

That's how many times the on-call technician's phone rang in a month.

Not once for spam. Not once for a parts question. Not once to ask what time the shop opens.

How a PIRTEK service center in southern New Jersey put an AI Employee on the after-hours line — and gave its on-call technicians their evenings back.

27 calls to the after-hours line

10 rings to the tech

17 handled without a ring

12 jobs captured

PIRTEK's service never closes. Until now, the on-call tech paid for that with his dinners, his weekends, and his sleep.

Every PIRTEK franchise runs on a small on-call rotation. At this center, every after-hours call — a burst hydraulic line, a \$25 part question, a wrong number — rang the on-call phone, identically, all night. The owner wasn't losing jobs. He was spending the people who do them. **The AI Employee is the buffer:** it absorbs everything that isn't worth money, and rings him only when it is.

27

calls to the after-hours line in 31 days — every one answered live, in seconds

10

times the tech's phone rang — never for spam, an hours check, or a tire-kicker

17

calls handled end-to-end without a ring — the tech never knew they happened

12

jobs captured — booked or transferred live. Nothing valuable was screened out

What this is

An AI Employee from Huge AI that owns the after-hours line — nights, weekends, holidays. It answers instantly, asks what's wrong and where, knows the hours, the rates and the territory, and **decides before anyone's phone rings**. Real emergency: full details captured, transferred live to the on-call tech. Anything else: handled, redirected, or politely ended. Every call recorded, summarized, and reported to the owner in writing.

What this is not

Not an answering service. Not a phone tree. Not a "never miss a call" gadget — the center was already capturing its work. This is a filter between the world and one technician's pillow, and the numbers are the proof that the filter never blocks a real job.

The three things every owner should know

1. It's not a 2 AM problem. It's a 6:47 PM problem. 15 of 27 calls came in the weekday dinner-and-evening band. 8 came on weekends. Not one call arrived between 10 PM and 6 AM.

2. The AI agrees with the veteran tech. The owner guessed ~30% of night calls were real. The AI, judging independently, rang the tech on 37%. Within 7 points.

3. The filter never blocked money. 12 jobs flowed through — roughly \$11,220 of work at the center's real billed after-hours ticket of \$935 — for less than a single after-hours ticket a month.

Want to hear it from the owner? He has asked not to be named publicly, but has offered to speak with other PIRTEK franchisees directly. Ask us at the fit-check and we'll make the introduction.

Every number in this document is a count of real calls from the center's complete call record — see the methodology and the full call log in the appendix.

THE CLIENT

A lean franchise, a small on-call rotation, and a phone that never stopped.

The center provides hydraulic and industrial hose repair and replacement across its southern New Jersey territory. Its customers are businesses with machines down — construction crews, manufacturers, fleets, rental yards — where downtime costs real money and emergencies don't keep office hours. The shop runs Monday to Friday 7:30 AM–4:30 PM and Saturday mornings. **Outside those hours, the after-hours line is the business**, and whoever is on call carries it.

THE REAL PROBLEM

The center wasn't losing jobs. It was spending its technicians.

Every call rang the technician. Every single one.

A burst hydraulic line at 9 PM and a "what time do you open?" at dinner hit the on-call phone identically. Out-of-territory callers, price shoppers, wrong numbers, and real machine-down emergencies all sounded the same. By the owner's estimate, the phone rang about once a night — and roughly 70% of those rings were for nothing.

A burned-out technician doesn't file a complaint. He gives notice. In a trade where finding a qualified hydraulic tech can take months, every unnecessary ring is a withdrawal from the account that keeps the doors open — and a brand that promises 24/7 service makes that withdrawal every night.

Replacing a technician costs **\$5,000+** in recruiting and training, by the owner's estimate — if a replacement can be found at all — and the field work he covered doesn't pause while you look. The business was running on its technicians' sleep, and the phone was spending it.

THE OLD SETUP, BY THE OWNER'S NUMBERS

~365

rings per year to the on-call tech, real or not

~70%

of those rings for nothing: hours checks, parts questions, out-of-territory callers, spam, can-wait-till-morning

\$5,000+

to replace a technician who finally quits — plus the months of field work nobody covers while you look

24/7

the promise the brand makes — and the on-call rotation keeps, one ring at a time

WHAT EVERY OTHER OPTION ACTUALLY LOOKS LIKE

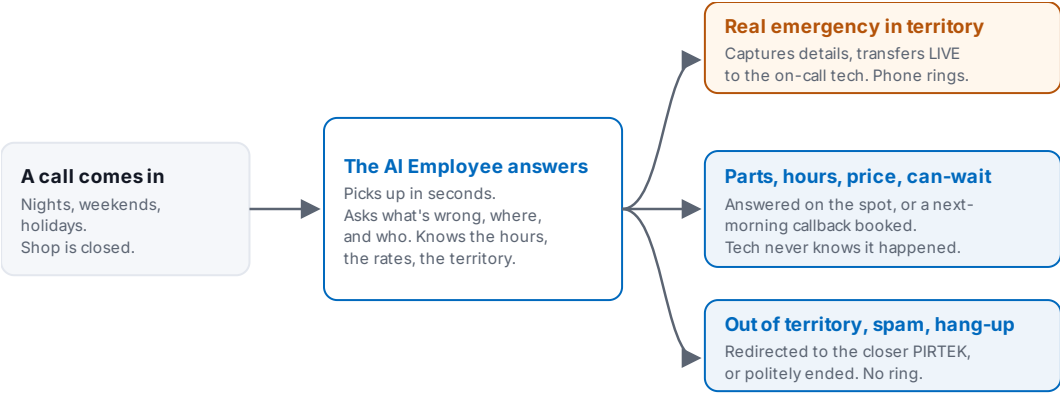
Franchise owners handle after-hours calls one of three ways. None of them protect the tech.

What franchises do today	What it really costs	Does it screen what reaches the tech?	Knows your business?
Voicemail, checked later	The job. A customer with a machine down doesn't leave a message — he dials the next name.	Nothing is screened because nothing is answered.	No.
An overseas call center	Per-minute fees — and a customer who called his local hose guy gets a far-away script at the worst moment of his week.	Partly. But at the end of the call, they still ring your tech.	A script, not your shop.
The phone just rings the tech (most common)	\$5,000+ when he burns out and quits. Nobody counts the dinners before.	No. A money call and an hours check ring identically.	Yes — that's the problem. He <i>is</i> the business.
Huge AI Employee	From \$599/month, month-to-month. Less than one after-hours job.	Yes. Only calls worth a human ring a human.	Hours, rates, territory, escalation rules — from day one.

THE SOLUTION

An AI Employee that thinks before anyone's phone rings.

The center's team calls theirs **Hugh**. He answers as the center's own after-hours line, knows the hours, the rate card and the territory, and reports to the owner every morning.



What the AI Employee does

- Answers every after-hours call live, in seconds — no phone tree
- Captures caller, location, equipment and problem, then transfers real emergencies live to the on-call rotation
- Quotes hours and rates, books next-morning callbacks, redirects out-of-territory callers to the closer PIRTEK
- Recognizes VIP customers by number, greets them by name, and transfers without the questions

What the owner sees

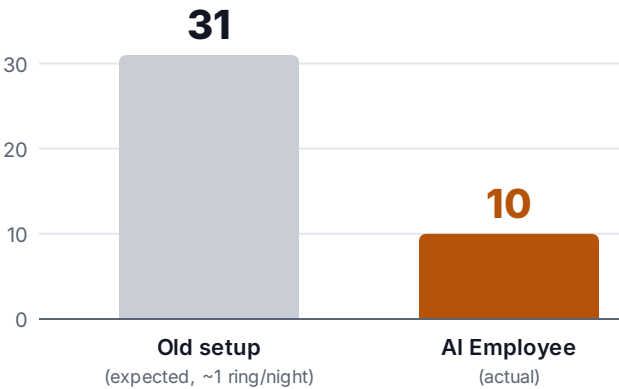
- An SMS alert on every new call — the tech gets it too, so he has context before he picks up
- A morning email summarizing the night's calls (including "quiet night, nothing rang")
- A Monday weekly report, and a dashboard to add techs, VIP numbers and alerts
- Every call recorded and summarized; optional recording of the transferred leg

How it went live

- Fit-check call with the owner: hours, rates, territory, who's on call, what counts as an emergency
- Built and tested as an exact replica of the center — same greeting, same rules
- After-hours number forwarded to the AI Employee — no equipment, no IT. Live August 4, 2026, days after the fit-check
- Month-to-month

The phone used to ring every night. Now it rings when it's worth money.

Rings to the on-call tech, same 31 days



21 fewer rings in one month — 247 a year at this rate. (Annualized run-rate.)

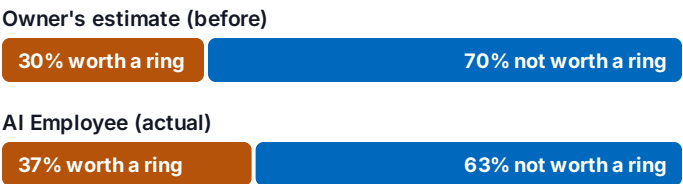
Old setup is the owner's estimate of ~1 ring per night; AI Employee figure is the actual count.

What happened to 27 calls



63% of calls never reached a human. 37% earned a ring.

Owner's estimate vs. what the AI actually did



An independent system agreed with the veteran tech within 7 points.

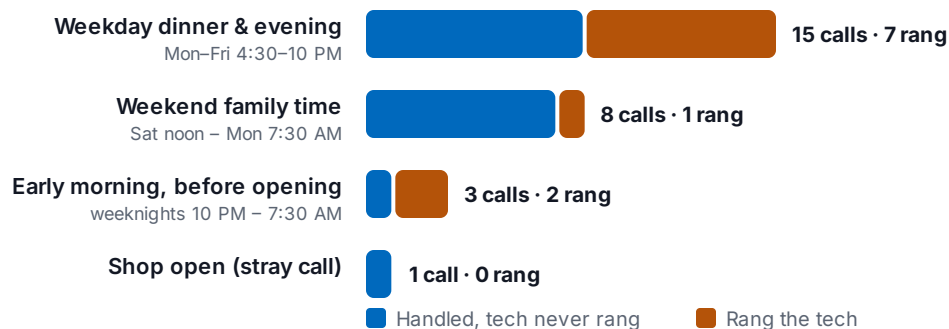
The trust check for skeptical owners: the AI wasn't told what "junk" looks like at this center. It judged each call on its own — and landed where the man who'd been answering the phone for years said it would.

Metric	Result	What it means
Calls to the after-hours line	27	Every call answered live. 22 different callers; 24 distinct incidents (three callers redialed within minutes).
Times the tech's phone rang	10	7 clear emergencies, 2 callers who asked for a person, 1 unintelligible caller transferred as a precaution. Zero junk.
Calls handled without a ring	17	Hours, prices, parts, out-of-territory, hang-ups, and two next-morning bookings. The tech never knew.
Jobs captured	12	10 live transfers + 2 booked callbacks. One transfer may have been a follow-up on an earlier job (floor: 11).
Average call length	0.8 min	Fast, direct triage. Transferred calls averaged under a minute from "hello" to a ringing tech.
Calls between 10 PM and 6 AM	0	See next page. The after-hours problem is a dinner-table problem.

It's not just 2 AM. It's 6:47 PM with dinner on the table.

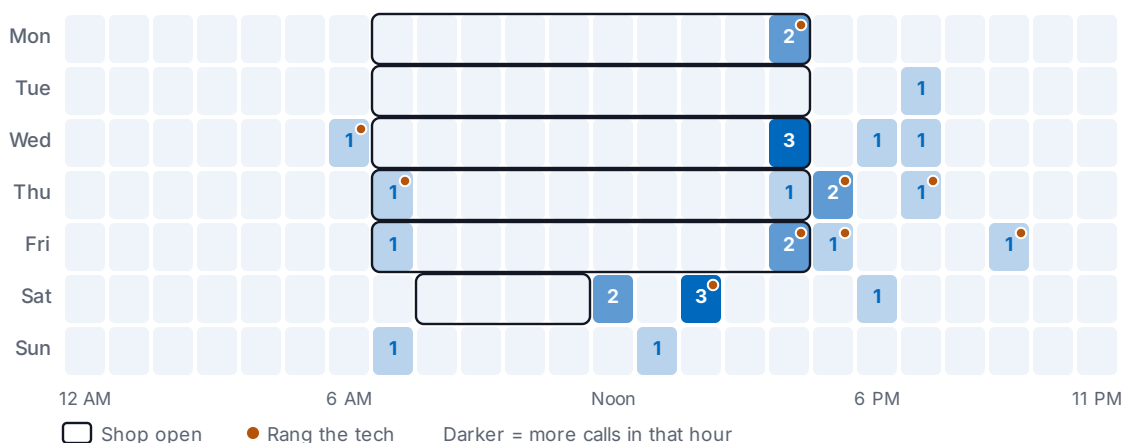
Ask any owner when the after-hours phone hurts and they'll say the middle of the night. The data says otherwise. **15 of 27 calls landed in the weekday dinner-and-evening band** — the hours a tech is supposed to be with his family — and another **8 came on weekends**. Only 3 arrived before opening, all between 6 and 7:30 AM. Not one call came in between 10 PM and 6 AM in the entire month. The thing the AI Employee protects isn't mostly sleep. It's the rest of a person's life.

When 27 calls arrived — and which ones rang



Bands follow the center's hours: shop open Mon–Fri 7:30 AM–4:30 PM and Sat 8 AM–noon. The single "shop open" call came to the after-hours line during business hours and was booked without a ring.

Hour of day × day of week — every call, Aug 4 – Sep 3



Demand clusters right after closing time and on Saturday afternoons — family hours, not sleeping hours.

Each cell is one hour of one weekday, summed across the 31 days. Outlined cells are shop hours. Under the old setup, every one of these 27 calls rang the tech.

Seven clear emergencies. Two people who asked for a human. One call the AI refused to gamble on.



7 clear emergencies

2 asked for a human

1 unintelligible caller (safety)

We checked all ten transfers against the transcripts. Seven were unambiguous: a machine down, a location, a problem, transferred live with everything the tech needed to roll. Two were callers who said "I need to talk to somebody" — one a parts shopper who'd been told the shop was closed — and the AI put them through in seconds, because **the filter protects the tech from junk; it never walls him off from a person who insists on a human**. One was a caller speaking in fragments the AI couldn't make sense of after two attempts to clarify. Rather than guess, it rang the tech. That's the design rule: **when a call is genuinely unclear, the system errs toward waking the human**. What didn't ring: not one hours check, price question, out-of-territory caller, hang-up, or wrong number.

CALLS THAT EARNED A RING

Friday, Aug 21, 5:35 PM — dinner band

A coordinator at a national equipment-rental company needed on-site service at a New Jersey job site. Her first attempt dropped mid-intake; she redialed a minute later, the AI captured name, company and location, and transferred her to the on-call tech. **42 seconds from redial to a ringing tech.**

Saturday, Aug 15, 2:55 PM — weekend

An urgent industrial valve-block failure needing same-night on-site service. The AI captured the job details, confirmed after-hours rates would apply, and transferred with everything the tech needed.

Monday, Aug 24, 4:37 PM — the human-request ring

A parts caller. The AI explained the shop was closed and offered a dispatch; he said he needed to talk to somebody. He was speaking with the tech seconds later.

CALLS THE TECH SLEPT THROUGH

Tuesday, Aug 11, 7:05 PM — dinner band

A customer asked about office hours and the cost of fixing a small hydraulic line. The AI quoted hours and rates, explained inventory can't be checked after hours, and offered a callback. **Under the old setup, this call rang a man's phone at his dinner table.**

Friday, Aug 21, 7:20 AM — out of territory

A national food-service driver wanted a job-site visit outside the center's territory. The AI identified the closer PIRTEK location and gave him the number. The tech slept; the work stayed inside PIRTEK.

Wednesday, Aug 12, 4:14 PM — job booked, no ring

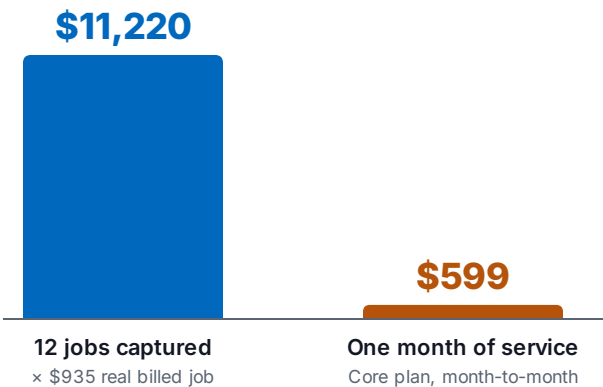
A customer needed a line made for his backhoe and was happy to wait. The AI booked a next-morning callback with his name and number. **A captured job that never touched the technician's evening.**

Person names, company names and addresses removed. Times, situations and the AI's actions are real; summaries lightly edited for spelling.

The filter protects revenue. It never blocks it.

This is not a "make more money" pitch — the center was already getting these calls. The money question an owner should ask is the opposite one: **did screening the tech's phone cost me a single job?** It didn't. 12 jobs flowed through the filter in 31 days: 10 live transfers and 2 next-morning bookings. Everything worthless was screened out. Nothing valuable was.

Work that flowed through the filter vs. what it costs



One after-hours job pays for the month, with room to spare.

Work figure = 12 jobs x \$935, a real after-hours ticket from the center (parts + after-hours labor + call-out + tax). At the owner's typical range of \$500–\$1,500 per job, the same 12 jobs represent \$6,000–\$18,000.

What an after-hours job is worth at this center

Typical after-hours job, revenue	\$500–\$1,500
Typical margin	~60% (≈ \$300–\$900 profit)
Real example: a midnight job in July	\$935
After-hours call-out fee / labor	\$150 / \$210 per hour
AI Employee, per month (Core / Pro)	\$599 / \$799
Cost of replacing a burned-out tech	\$5,000+

The two ways this pays

The obvious way: the revenue from one after-hours job covers the month; the profit on one or two does. The service costs less than a single missed transfer.

The real way: one retained technician is worth \$5,000+ in avoided hiring cost, months of uncovered field work, and — in the owner's words — the difference between running the business and shutting it. Set a year of service against one replacement search plus the field work nobody covers while you look.

How to read the money honestly. The \$11,220 is work that flowed *through* the filter, not work the AI *created*. It is the proof that protecting the technician cost nothing in revenue. The annualized figure — roughly \$132,106 of after-hours work passing through the line per year at this rate — is a run-rate projection from 31 days, not a measurement.

Technician retention isn't an HR metric in this business. It's the franchise.

Every PIRTEK franchise runs on a small number of on-call technicians, and every one of them is one bad month of dinner-time junk calls away from a resignation. This center is the working proof that an AI Employee protects them — on the hardest calls in the service economy: machine-down emergencies, from stressed customers, when the office is dark.

It deploys per franchise

Same system, configured per territory: your number, your service area, your hours and rates, your on-call rotation, your escalation rules. Multi-tech rotations and multi-territory owners are supported. No IT project for the franchisee.

It answers the PIRTEK way

Greeting, triage standards, and escalation policy are set once and followed on call 1 and call 1,000. Out-of-territory callers get pointed to the right PIRTEK, not a competitor.

It's accountable

An SMS alert on every call, a morning email covering the night (even a quiet one), a Monday weekly report, and a dashboard for techs, VIP numbers and alerts. Owners on the Pro plan also get the transferred leg recorded — and hear, for the first time, what happens after the hand-off to their team.

It goes live in days

A fit-check call, a replica build, call forwarding from your existing number. The center went from fit-check to live in under a week. Month-to-month.

QUESTIONS EVERY FRANCHISE OWNER ASKS

Does it ever block a real job?

That's the one thing it's built never to do. When a call is borderline, it rings the tech — you saw the unintelligible caller on page 7. In 31 days, 10 calls transferred with full context and 17 were handled silently, and nothing worth money was among the 17.

Will my customers hate talking to it?

Calls averaged 0.8 minutes with no phone tree. Callers got answers — hours, prices, a callback, a transfer — instead of voicemail. Judge with your own ears: call the demo line on the next page.

What happens when it can't handle a call?

It transfers, live, with caller, location and problem already captured. If a transfer doesn't connect, the call and its details are in your report — nothing disappears.

What does my tech think?

He gets the same emergency calls he always did, with the details already gathered — and none of the others.

Why not the call center some franchises use?

A call center can triage, but your customer with a machine down called his local PIRTEK, not a script reader. You pay per minute, and at the end of the call they still ring your tech. Voicemail is worse: in emergency service, it's a referral to your competitor.

How fast can my franchise go live?

Days. It works with your existing number via call forwarding. No equipment, no IT.

What does it cost?

Core is \$599/month; Pro, which adds recording of the transferred leg and VIP caller recognition, is \$799/month. One-time setup of \$500–\$1,000 depending on territories and on-call complexity. Month-to-month — one after-hours job covers it.

HEAR IT YOURSELF

Call the demo line. Be the guy with the burst hose. Then be the guy asking what time you open.

DEMO LINE — AN EXACT COPY OF THE CENTER'S AI EMPLOYEE

737-299-3485

Try it as a panicked customer with a machine down at 11 PM. Then call back as a parts shopper. Notice whose phone doesn't ring. **Demo only** — no technician is dispatched; "transfers" go to Huge AI, not to the center.

The next step for your franchise

A 15-minute fit-check call. We'll ask about your hours, your territory, your on-call rotation, and what counts as an emergency at your shop — the same conversation we had with our first center. If it fits, your AI Employee is built as a replica of your franchise, tested, and live within days. Month-to-month.

Book a fit-check: hugeai.co/pirtek

Plan	What you get	Per month
Core	AI Employee on your after-hours line, live transfers to your on-call rotation, SMS alerts, morning and Monday reports, owner dashboard	\$599
Pro	Everything in Core, plus recording of the transferred leg so you hear what happens after the hand-off, and VIP caller recognition	\$799
One-time setup, depending on territories and on-call complexity		\$500–\$1,000

Month-to-month. No contract.

About Huge AI

Huge AI builds AI Employees for real businesses — systems that take a job, do it reliably, and report on it in writing. The after-hours line is the smallest thing we build. We also build custom tools for whatever a business needs done, and we run an AI-based evaluation of a franchise's whole operation — quoting, scheduling, dispatch, parts, invoicing, follow-up — to find where an owner's time and money are leaking. This center is our first PIRTEK franchise. We'd like to serve the other 215.

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IN ONE SENTENCE

PIRTEK's service never closes. The shop does. An AI Employee is how one franchise stopped making its technician pay the difference — 17 calls he never heard, 10 that were worth it, and not one job lost.

Methodology and disclosures

Every figure in this document is a count of real calls from the complete call record of the center's AI Employee. No figure is estimated, projected or modeled unless explicitly labeled a projection or an owner estimate.

Counting rules

- **Window:** go-live on August 4, 2026 (owner approval) through September 3, 2026 inclusive — 31 days, all times America/New_York. Pre-launch calls (Aug 1–3) and 17 internal test calls are excluded.
- **"Rang the tech" / "transferred":** the call was live-transferred to the on-call technician. Includes legacy records where escalation plus outcome imply the transfer.
- **"Job captured":** the call was transferred to the technician *or* the AI booked a next-day callback or job.
- **"Handled without a ring" / "protected":** a call fully handled without transferring to the technician. Includes hang-ups and wrong numbers — a hang-up that *didn't* ring the tech is the point.
- **"After hours":** Mon–Fri outside 7:30 AM–4:30 PM ET, Saturday after noon, all day Sunday. The AI answers only the after-hours line, so an "after-hours percentage" would be circular and is not reported.
- **Life-hours bands:** weekday evening = Mon–Fri 4:30–10 PM; weekend = Sat noon–Mon 7:30 AM; early morning = weeknights 10 PM–7:30 AM; shop open = business hours.
- **Unique callers** are counted by phone number. **Distinct incidents (24)** collapse redials within minutes from the same number.
- **Owner estimates** (~1 ring/night; ~30% real / ~70% junk; \$5,000+ replacement cost; \$500–\$1,500 job value, ~60% margin) come from the owner's fit-check interview (Jul 30, 2026) and follow-up. The \$935 job is a real billed example from that interview.
- **Projections:** "247 rings avoided per year" and "\$132,106 per year" are run-rates from the 31-day window and are labeled as such wherever used.

Data-quality disclosures (A2)

Every transfer was reviewed against its transcript. We would rather a prospective owner read these here than find them later.

- **The 10 rings:** 7 clear service emergencies; 2 callers who explicitly asked to speak with a human (honored in seconds); 1 unintelligible caller transferred as a precaution. Zero spam, hours checks or tire-kickers rang the tech.
- **One transfer attempt failed** (Wed Aug 12, 4:44 PM): a caller wanting an AC hose asked for a tech; the AI began the transfer, the line timed out in silence, and the call ended. His redial at 4:49 PM ended without a request. Counted as escalated, not as a ring. We do not claim every transfer connected — and this failure produced a product change: transfer legs now need a fallback when the tech doesn't pick up.
- **The "dropped intake"** (Fri Aug 21, 4:34 PM) was not a voicemail: an intake that dropped on a silence timeout. The caller redialed at 4:35 PM and was transferred in 42 seconds. One incident, one ring.
- **Sun Aug 9, 7:30 AM is ambiguous:** the AI announced a transfer, but the record shows no completed transfer and an outcome of "booked." Under the counting rules it is a booked job and not a ring. If it did connect, rings would be 11, not 10.
- **One ring may be a follow-up** (Fri Aug 21, 5:16 PM): the same caller as the Aug 20 job asked for a human without giving job details. If it was a follow-up, unique jobs are 11, not 12. We report 12 and disclose the floor.
- **Two transfers were out-of-territory callers.** The center took both jobs; they are counted as captured.
- **Call examples** on page 7 have person names, company names and addresses removed and are lightly edited for spelling. Everything else is as it happened.

APPENDIX B

The complete call log — all 27 calls

Every call the AI Employee answered on the center's after-hours line, Aug 4 – Sep 3, 2026. Caller numbers withheld.

*"Dropped" = an intake that dropped on a silence timeout; recorded as "voicemail" in the raw log. See Appendix A.

#	Date	Time (ET)	Band	AI classification	Outcome	Rang	Job	Min	Note
1	Fri 08/07	9:25 PM	Wkday evening	In-territory job	Escalated	Yes	Yes	0.7	
2	Sun 08/09	7:30 AM	Weekend	In-territory job	Booked	—	Yes	0.6	Transfer announced, not confirmed. Counted as booked (A2).
3	Sun 08/09	1:02 PM	Weekend	In-territory job	Answered	—	—	0.8	
4	Tue 08/11	7:05 PM	Wkday evening	In-territory job	Answered	—	—	1.3	
5	Wed 08/12	6:25 AM	Early morning	Out of territory	Escalated	Yes	Yes	1.1	
6	Wed 08/12	4:14 PM	Shop open	In-territory job	Booked	—	Yes	0.6	
7	Wed 08/12	4:44 PM	Wkday evening	In-territory job	Escalated	—	—	1.1	Transfer attempted, failed on timeout. Not a ring (A2).
8	Wed 08/12	4:49 PM	Wkday evening	Other/unclear	Answered	—	—	0.4	Same caller redialed; no request made.
9	Wed 08/12	7:13 PM	Wkday evening	Other/unclear	Answered	—	—	0.1	
10	Sat 08/15	12:39 PM	Weekend	In-territory job	Answered	—	—	0.7	
11	Sat 08/15	2:55 PM	Weekend	Out of territory	Escalated	Yes	Yes	1.5	
12	Thu 08/20	4:33 PM	Wkday evening	Other/unclear	Answered	—	—	0.4	
13	Thu 08/20	5:47 PM	Wkday evening	In-territory job	Escalated	Yes	Yes	1.1	
14	Thu 08/20	7:55 PM	Wkday evening	Other/unclear	Escalated	Yes	Yes	1.0	Unintelligible caller; safety-transferred by design.
15	Fri 08/21	7:20 AM	Early morning	Out of territory	Answered	—	—	0.9	Redirected to the closer PIRTEK location.
16	Fri 08/21	4:34 PM	Wkday evening	In-territory job	Dropped*	—	—	1.0	Intake dropped on timeout; redialed 1 min later.
17	Fri 08/21	4:35 PM	Wkday evening	In-territory job	Escalated	Yes	Yes	0.7	Redial of the call above. Transferred in 42 s.
18	Fri 08/21	5:16 PM	Wkday evening	Other/unclear	Escalated	Yes	Yes	0.6	Same caller as Aug 20 job; asked for a human. May be a follow-up (A2).
19	Sat 08/22	12:54 PM	Weekend	In-territory job	Answered	—	—	0.4	
20	Mon 08/24	4:37 PM	Wkday evening	Other/unclear	Escalated	Yes	Yes	0.7	Parts caller who asked to speak with a person; honored.
21	Sat 08/29	2:41 PM	Weekend	Other/unclear	Answered	—	—	0.1	Same caller rang twice within a minute.
22	Sat 08/29	2:42 PM	Weekend	In-territory job	Answered	—	—	0.9	
23	Sat 08/29	6:55 PM	Weekend	Other/unclear	Answered	—	—	0.0	
24	Mon 08/31	4:38 PM	Wkday evening	In-territory job	Answered	—	—	0.3	
25	Wed 09/02	6:55 PM	Wkday evening	Out of territory	Answered	—	—	1.7	
26	Thu 09/03	7:13 AM	Early morning	In-territory job	Escalated	Yes	Yes	1.4	
27	Thu 09/03	5:24 PM	Wkday evening	In-territory job	Escalated	Yes	Yes	0.7	

Totals: 27 calls · 10 rang the tech · 17 handled without a ring · 12 jobs captured · 22 unique callers · 0.78 min average. Classification is the AI's own judgment of each call at the time; outcomes are from the call record.