



INDUSTRY PACK

# AI Knowledge Base Starter Pack

Plumbing Edition — copy, paste, and customize

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# PepperSend AI Knowledge Base Starter Pack

## Plumbing Edition

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A copy-paste-and-customize starter kit so your AI assistant sounds like it's been working at your shop for years — by the end of your second cup of coffee.

**Source file:** Markdown source for the plumber KB Template Pack PDF lead magnet. Convert to PDF (Canva) → place at `client/public/lead-magnets/kb-pack-plumbing.pdf` .

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## What's Inside This Pack

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1. **A complete starter Knowledge Base** — fill-in-the-blank text PepperSend's AI can ingest in one paste
2. **3 AI greeting scripts** in different tones (professional, friendly, urgent)
3. **15 ready-made FAQs** with sample answers tuned for plumbing customers
4. **5 conversation handoff rules** so AI knows when to alert you
5. **An emergency-detection keyword list** so leak/burst-pipe calls escalate immediately
6. **A complete sample conversation transcript** showing the AI in action
7. **A 1-page printable cheat sheet** for your team

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## Section 1 — Your Starter Knowledge Base

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Paste this into PepperSend's Knowledge Base editor and replace the bracketed `[fields]` with your real info. The AI will use this verbatim to answer customer questions.

BUSINESS NAME: [Acme Plumbing]

LICENSE: [State and license number, e.g. "Utah Plumbing License #12345"]

INSURANCE: [Brief – e.g. "Fully insured: \$1M general liability + workers comp"]

WHAT WE DO:

We are a [residential / commercial / both] plumbing service serving [city/region].  
Our specialties: [drain cleaning, water heater replacement, leak repair, sewer line, fixture installation, repiping, gas lines – pick what applies].

SERVICE AREA:

We cover [list cities, counties, or radius from your shop].  
Outside this area, we [refer out / do for emergencies only / charge extra trip].

HOURS:

Standard: [Mon-Fri 8am-5pm]

Saturday: [hours, or "by appointment"]

Sunday: [hours, or "emergency only"]

Emergency 24/7: [yes/no – "Yes, 24/7 at [premium rate]" is the most common answer]

PRICING (give the AI ranges, not exact quotes):

Service call / dispatch fee: [\$ amount]

Diagnostic: [\$ amount, or "free with repair"]

Drain cleaning: [\$ range]

Water heater replacement (40-50 gal): [\$ range]

Toilet replacement: [\$ range]

Faucet replacement: [\$ range]

Sewer line repair: [\$ range]

Hourly rate (after diagnosis): [\$ amount]

ESTIMATES:

Free [in-person / over-phone] estimates for [type of work]

Most jobs require an in-person diagnostic before final quote

PAYMENT:

We accept [cash, check, all major cards, financing through GreenSky/Synchrony, etc.]

[X% deposit / payment in full] required at job start

EMERGENCY POLICY:

Emergency = [your definition: active leak, no water, sewage backup, etc.]

Emergency response time: [we can be there within X hours]

Emergency surcharge: [amount, or "no surcharge during business hours"]

WARRANTY:

Workmanship: [1 year / 2 years / 5 years]

Parts: [manufacturer warranty]

WHAT WE DON'T DO:

[septic tank pumping, well drilling, HVAC, etc. – list anything you should refer out]

SCHEDULING:

Customers can book online at [URL] or by texting / calling.

Our typical lead time for non-emergency work: [next-day / 2-3 days / 1 week]

KEY TEAM:

Owner: [Name]

Lead techs: [Names if you want the AI to mention them]

CITIES SERVED (alphabetical, helps AI answer "do you cover X?"):  
[Aurora, Bountiful, Centerville, Draper, ...]

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## Section 2 — Three Greeting Scripts (Pick One)

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These are the FIRST text the AI sends to a missed caller. PepperSend appends the required compliance footer ("Reply STOP to opt out...") automatically.

### Greeting A — Professional

*Hi! This is the AI assistant for [Business Name]. We just missed your call. To get you to the right tech as fast as possible — what's going on? (For active leaks or no-water situations, just type "EMERGENCY".)*

### Greeting B — Friendly

*Hey there — sorry we missed you! This is [Business Name]'s text-back assistant. Drop me a quick note about what you need help with and I'll get one of our plumbers headed your way (or get you a quote in a few minutes).*

### Greeting C — Trade Pro Direct

*Hey, [Business Name] here. Plumbers are on jobs and missed your call. What's the issue? If it's an emergency (water everywhere, no water, sewage), just say so and I'll get a tech rolling.*

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## Section 3 — 15 Ready-Made FAQs

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Add these to the bottom of your Knowledge Base (Section 1). The AI will use the answers when callers ask similar questions.

Q: Do you offer free estimates?

A: Yes – for most jobs we can give you a ballpark range right now if you describe what's going on. For final pricing on complex work (water heater install, sewer line, repiping) we need to see the job in person, but the diagnostic visit is [free with repair / \$X].

Q: Are you licensed and insured?

A: Yes – [License # and state]. Fully insured with general liability and workers comp.

Q: How fast can you come out?

A: Same day for emergencies (active leaks, no water, sewage backups). Non-emergency: usually next day or within 2-3 business days. What are you dealing with?

Q: What's your service call fee?

A: \$[X]. That covers the trip and diagnostic. If we do the repair, the fee gets [waived / applied to the repair cost].

Q: Do you do emergency calls at night/weekends?

A: Yes, 24/7. There's a \$[X] emergency surcharge for after-hours calls. If it can wait until business hours, you'll save the surcharge – happy to help you decide which it is.

Q: Do you handle [common request – e.g., "tankless water heaters"]?

A: Yes – installation, replacement, and repair. Want a ballpark range or are you ready to schedule?

Q: How much does it cost to replace a water heater?

A: Standard 40-50 gallon tank water heater installation runs about \$[X]-\$[Y] depending on the brand and any code upgrades needed. Tankless is more – typically \$[X]-\$[Y]. I can get a tech out to give you a firm quote.

Q: Why is my water bill suddenly high?

A: Usually a hidden leak – under a slab, in a wall, or a running toilet. We do leak detection: \$[X] to find it, plus repair cost. Want to schedule one?

Q: Do you fix [garbage disposals / dishwashers / washing machines]?

A: We handle the plumbing connections – drains, supply lines, shutoffs. The appliance itself is usually a separate trade. Tell me what's happening and I'll point you the right direction.

Q: My drain is slow. Is that something simple?

A: Often yes – could be a hair clog, grease buildup, or roots in the line. Drain cleaning typically runs \$[X]-\$[Y] depending on access. We can usually do it the same day.

Q: Do you take credit cards?

A: Yes – all major credit cards, plus cash, check, and financing through [provider] for jobs over \$[X].

Q: Can I get a quote over text?

A: For simple stuff (faucet swap, garbage disposal, drain unclog) yes – give me the details. For bigger work we need to see it. Either way, send me what's going on and I'll tell you which it is.

Q: Where are you located? Do you cover [city]?

A: We're based in [city] and cover [list of cities/counties]. [X] is in our service area – what do you need help with?

Q: How long is the warranty?

A: [X] years on workmanship. Parts carry the manufacturer's warranty (typically 1-6 years depending on the part). If anything fails in the warranty period, we make it right.

Q: I left a voicemail earlier and no one called back.

A: I'm sorry about that – let me get you taken care of right now. What's the issue and what's the best number to reach you?

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## Section 4 — Handoff Rules (When AI Alerts a Human)

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Configure these in the AI Behavior settings. PepperSend hands off to your team via SMS notification when:

1. **Emergency keywords detected** — words like "burst," "flooding," "no water," "sewage backup," "gas smell" auto-escalate. Customer gets *"On it. A plumber is being paged now."*; you get an SMS with the customer's number.
2. **Customer explicitly asks for a human** — "can someone call me," "I want to talk to a person," "is anyone there."
3. **AI confidence below 50%** — when the AI doesn't know the answer or the question is outside the KB.
4. **Lead captured** — if AI collects name + phone + service request, treat it as a hot lead and notify the owner.
5. **Conversation hits 8 messages without resolution** — escalate to prevent endless loops.

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## Section 5 — Emergency Keyword List

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Add these to PepperSend's AI Behavior → Emergency Keywords field. Comma-separated:

burst, flooding, flood, no water, no hot water, sewage, sewer backup, sewer back up, backed up, gas smell, gas leak, water everywhere, ceiling leaking, basement flooded, toilet overflowing, water heater leaking, frozen pipe, broken pipe, emergency, urgent, asap, right now, can't wait, dripping ceiling, water damage, slab leak

When ANY of these appear in a caller's message, AI sends an immediate empathic acknowledgment + escalates to your phone.

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## Section 6 — Sample Full Conversation

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Here's what a real PepperSend conversation looks like for a plumbing customer. The AI is doing all the work.

[Missed call from (385) 555-0142 at 2:47 PM]

[2:47 PM] AI:

Hi! This is the AI assistant for Acme Plumbing. We just missed your call. What's going on? (For active leaks or no-water situations, just type "EMERGENCY".)

Reply STOP to opt out. Msg & data rates may apply.

[2:48 PM] Customer:

hot water heater is leaking from the bottom in my garage

[2:48 PM] AI:

That sounds like the tank is failing – when water heaters leak from the bottom, replacement is usually the right call (vs. repair, which rarely holds for long). I'm flagging this as urgent for our team.

A few quick questions so I can get you a real estimate:

1. Roughly how old is the unit?
2. Gas or electric?
3. Standard tank size – 40 or 50 gallon?
4. Any sign of water damage to the wall or floor yet?

[2:49 PM] Customer:

maybe 12 years old, gas, 50 gal, floor is wet about 4 ft around

[2:49 PM] AI:

Got it. 12 years on a gas water heater is past typical lifespan, so replacement is definitely the move. Standard 50-gal gas water heater installation in our area runs about \$1,800-\$2,400 depending on brand and any code upgrades needed (expansion tank, sediment trap, etc.).

The wet floor concerns me – let's get a tech to you today. I have [Tech Name] available between 4-6 PM today, or first thing tomorrow morning at 8 AM. Which works better?

[2:50 PM] Customer:

today is better what's the soonest

[2:50 PM] AI:

4 PM works – about 70 minutes from now. To lock that in:

What's your name?

What's the address?

Best phone number to reach you (this one?)

I'll also have the tech bring towels and a shop vac since the floor is already wet.

[2:51 PM] Customer:

mike johnson 1234 oak st centerville UT 84014 yes this number


[2:51 PM] AI:

Perfect, Mike. Locked in: today at 4 PM, 1234 Oak St, Centerville. [Tech Name] will text you when he's 15 min out.

In the meantime – turn off the cold water supply to the water heater if you can find the valve (usually on top of the unit). That'll stop more water from coming in. If you can't find it or it's stuck, leave it and we'll handle it on arrival.

Owner has been notified. See you at 4!

[2:51 PM] Owner notification text to (your phone):

 NEW JOB BOOKED – Mike Johnson, 1234 Oak St Centerville, water heater leak, today 4 PM, est \$1,800-2,400. Caller phone (385) 555-0142.

Conversation: [peppersend.com/conv/abc123](https://peppersend.com/conv/abc123)

This entire exchange happened automatically. No human picked up the phone, no human typed a single message. Mike got a confident expert response in under 4 minutes. You got a booked job worth ~\$2,000 while you were on another job.

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## **Section 7 — Printable 1-Page Cheat Sheet for Your Team**

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Tape this near your dispatch desk or share it with anyone who handles incoming customers.

WHEN A CUSTOMER CALLS AND WE MISS IT:

- AI texts them within 5 seconds
- AI answers using our Knowledge Base
- AI books appointments OR alerts you

WHEN YOU GET A TEAM NOTIFICATION:

Open the SMS link → see the full conversation → call back if needed

WHEN A CUSTOMER ASKS THE AI A QUESTION YOU WISH IT ANSWERED BETTER:

- Open PepperSend dashboard → Knowledge Base → Gaps tab
- Type the better answer → it learns

WHEN A CUSTOMER OPTS OUT (texts STOP):

- Auto-handled. Do not text them again. Period.

EMERGENCY ESCALATIONS GO STRAIGHT TO:

- [Phone number]

SUPPORT:

cameron@peppersend.com

COMMON THINGS THE AI HANDLES WITHOUT HELP:

- ✓ Hours, pricing ranges, service area, emergency policy
- ✓ Booking standard appointments
- ✓ Drain unclog / faucet / water heater diagnostic chats

ESCALATIONS YOU SHOULD WATCH FOR:

- ⚠ Repeat callers (3+ in 14 days) – flagged in dashboard
- ⚠ "Bad sentiment" tag – customer is frustrated
- ⚠ "Lead captured" – name + phone + service collected, hot lead

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## Need More Templates?

This is the **plumbing pack**. Other PepperSend industry packs available:

- HVAC
- Dental
- Legal
- Real Estate

Get them at [peppersend.com/lead-magnets](https://peppersend.com/lead-magnets) or just reply to this email.

Questions? [cameron@peppersend.com](mailto:cameron@peppersend.com).

