

Digital inquiry response checklist

Online inquiries go cold quickly, and owners rarely see what happens after someone hits "Submit." Send a realistic inquiry through each channel you offer, then work through this list.

Before you send

- List every way a customer can reach you online: website form, email, text, chat, social messages, marketplace listings.
- Note the date and exact time you send each inquiry.
- Ask a specific question a real customer would ask.

First response

- Did an automatic confirmation arrive? Did it set an honest expectation for a reply?
- How long until a real person responded?
- Did responses come during the hours your business says it's open?

Relevance

- Did the reply answer the actual question, or send a generic template?
- Was the person addressed by name?
- Were next steps, pricing or availability clear?

Clarity and tone

- Was it easy to read on a phone?
- Was the tone welcoming and professional?
- Was there a clear way to reply, call or book?

Follow-through

- If you didn't respond, did they follow up — and how many times?
- Did follow-ups add value, or just repeat the first message?
- Was the inquiry ever dropped completely?

What to fix first

If any channel never got a reply, fix that first — it's an opportunity lost without anyone knowing. Next, look at the gap between the confirmation message and the first real response. Last, tune templates so they answer the question that was asked.