FICTIONAL AUSTIN EXAMPLE

Juniper Hill Heating & Air

Customer + Competitor Playbook | Prepared July 2026 | 75 fictional review records

The job to be done

Show what Austin-area HVAC customers value, where local competitors lose trust, and which five changes Juniper Hill should make first.

75	3	5
fictional reviews coded	fictional competitors	prioritized actions

This document demonstrates the CommonSay format. Juniper Hill Heating & Air, every competitor, every quote, and every number are invented. It is not a customer result or testimonial.

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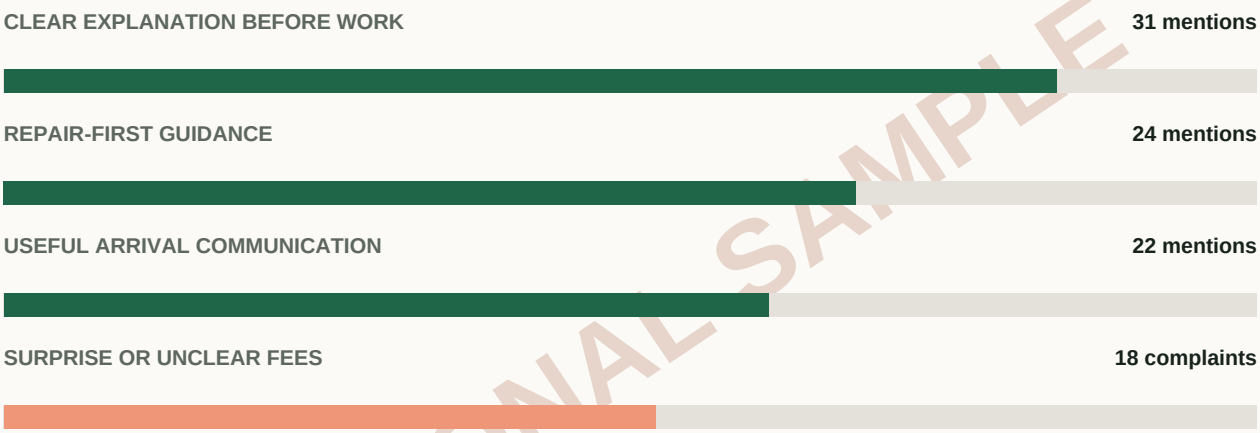
EXECUTIVE SUMMARY

The market is not asking for more HVAC claims. It is asking for less uncertainty.

Across the fictional review set, customers repeatedly reward technicians who explain options, arrive within a useful window, and try a reasonable repair before proposing replacement. They punish vague fees, unclear arrival times, and sales pressure.



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Best near-term opportunity

Own the repair-first, no-surprises position. Put the diagnostic fee, two-hour arrival window, and written repair options beside every booking call to action.

CUSTOMER DEMAND

What Austin customers appear to want

Rank	Customer priority	Mentions	What it means
1	Clear options	31	Explain repair, replacement, price, and tradeoffs before work begins.
2	Repair-first judgment	24	Customers want confidence that replacement is not the automatic recommendation.
3	Arrival communication	22	A useful window and a proactive update matter more than a generic on-time promise.
4	Price visibility	19	Customers tolerate diagnostic fees better when they are disclosed before booking.
5	Respect for the home	16	Shoe covers, cleanup, and photos signal professionalism.

"He showed me the failed part, explained two repair paths, and never made me feel pushed."

"The text with the technician name and arrival window made a stressful day much easier."

Quotes above are fictional and included only to demonstrate presentation.

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TRUST LOSSES

Where competitors are giving customers a reason to keep shopping

Repeated problem	Fictional complaints	Opening for Juniper Hill
Surprise diagnostic charge	18	State the fee before a customer submits the booking form.
Replacement pressure	15	Promise written repair options whenever a safe repair is viable.
Wide arrival window	13	Offer a two-hour window plus an on-the-way text.
No follow-up after quote	10	Send a plain-language recap the same day.
Different story from each technician	8	Use one estimate format and decision checklist.

Important restraint

A competitor complaint is not proof of misconduct. CommonSay reports repeated customer perceptions and links back to the underlying public material.

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CUSTOMER LANGUAGE

Words worth using because customers already use them

Phrase	How customers use it
Explain	Customers describe good service as being shown, walked through, or given options.
No pressure	Customers explicitly contrast repair-first guidance with a sales pitch.
Same day	Speed matters most when it is paired with communication, not merely claimed.
In writing	Customers value estimates that make price, scope, and warranty easy to compare.
Local	Local ownership signals accountability, but only when the site proves who owns the company.

Suggested homepage language

Repair first. Replace only when it makes sense.

See the diagnostic fee before booking. Get a two-hour arrival window and every viable repair option in writing.

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COMPETITOR COMPARISON

The strongest promise is clarity, not another five-star claim

Company	Lead promise	Diagnostic fee	Arrival promise	Warranty
Juniper Hill	Repair options	Not stated	Two-hour window	Not stated
Capitol Climate	Fast response	$129	Same day	24 months
Lone Star Comfort	Low-price tune-up	Not stated	Four-hour window	12 months
Barton Air Works	Family owned	$99	Not stated	10 years parts

White space in the market

No fictional competitor combines an upfront diagnostic fee, useful arrival window, and written repair-first process. Juniper Hill can make that combination easy to see.

All companies and claims on this page are fictional.

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WEBSITE CHANGE

Move the answers customers need beside the booking button

BEFORE

Comfort you can count on.

Call today for trusted heating and cooling service.

Schedule service

AFTER

Repair first. Replace only when it makes sense.

See the diagnostic fee before booking. Get a two-hour arrival window and every viable repair option in writing.

See how service works

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Add a short How service works block immediately below the hero: 1) fee shown before booking, 2) technician and window confirmed, 3) repair options in writing, 4) replacement recommended only when repair is unsafe or uneconomical.

30-DAY ACTION PLAN

Five changes, in order

Order	Action	Impact	Effort	Timing
1	Publish diagnostic fee and two-hour arrival window	High	Low	Week 1
2	Add repair-first service promise with written options	High	Low	Week 1
3	Standardize estimate recap and same-day follow-up	High	Medium	Week 2
4	Add technician identity and local ownership proof	Medium	Low	Week 3
5	Request reviews around clarity, options, and arrival updates	Medium	Medium	Week 4

Method and limits

This sample assumes 75 fictional review records across four fictional businesses plus a review of fictional public website pages. Themes were assigned once per review per theme and compared by count. A real CommonSay report cites source URLs and source dates. Public reviews are directional evidence, not a representative customer survey.

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