

PRO ANSWER GHANA · INTERNAL · 15 SEPTEMBER 2026

Duty Desk Handbook

Every caller must feel they have reached a special, no-nonsense, elite company — whichever brand they dialled.

This is the sit-down document you hand Ama and Elisabeth today. Complete. End to end. The live academy remains the source of truth. The one-page duty card is what she pins on the S23 Ultra.

Desk names. Ama and Elisabeth are authorised for all brands. Akosua and Efua are the two further Ghana desk names. First name only. Same warmth, same steel.

Official phone. Samsung Galaxy S23 Ultra — keep it. It is the right duty phone.

Log. If it is not in Walada Command Centre, the call did not happen. Log within two minutes.

Office. Awoshie-Anya, on the main road. Branch locations are on the website. Do not invent a yard.

Roster. 58 live .com brands plus the Kronix cluster (8). Eight numbers, one official handset.

House URL for the academy (quiet). <https://desk.proanswerghana.com> — never a trade brand.

HANDOVER — SIT-DOWN, THEN LIVE

Issued to Ama · Elisabeth. Also authorised: Akosua · Efua. First name only.

Sit-down date _____ · Operations _____

Quiz 90% _____ · Eight line tests _____ · First live hour _____

She does not go live on a PDF sent overnight. You watch the first CID greeting and the first near-name on the official S23 Ultra.

INTERNAL — DESK STAFF ONLY. NOT FOR BRAND WEBSITES, GOOGLE, FACEBOOK, OR A PUBLIC LISTING.

CHAPTER 00

How to use this handbook

Operations sits with Ama and Elisabeth for ninety minutes on the official Samsung S23 Ultra. You do not send this overnight and call it training. You watch the first CID greeting and the first near-name.

1. Read chapters 01–08 aloud together. These are locked. No improvising.
2. Walk the eight lines and the near-name traps. She must greet the company they named — not a sister domain.

3. Study the scripts. Gold is the column marked SAY. NEVER is amateur.
4. Play the sit-down drills. Then the live academy quiz, closed book, 90% before a live hour.
5. Pin the duty card (last chapter, and the one-page card in the academy) in S23 Files.

This file is the operating secret of the desk: the brand map, the CID rule, and the line that she is not a call centre. Do not forward. Do not put it on a brand website, Google, Facebook, or WhatsApp status.

When a brand is added, the live academy is updated first. Reprint this handbook. A stale PDF is how near-names get merged.

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CHAPTER 01

Locked operating facts

These answers are closed. She does not invent a second version on the earpiece.

DESK NAME

Ama or Elisabeth on every brand. Also authorised: Akosua, Efua.

HOURS

Mobile desk. Pick as often as possible. No 'we have closed' while the phone is in her hand.

LANGUAGES

English, French, Twi, Ewe — elite register only. No slang in any language.

HOW CID

CID is usually the person calling. All brands divert to her official S23 Ultra. Confirm the company. Never guess.

LINE MAP

L1 Construction (7). L2 Paint & interiors (7). L3 Floors (7). L4 Facade & landscape (7). L5 Sanitation & electricals (6). L6 Property/travel/education/shops (8). L7 AfriHub + robotic (~11). L8 Consumer/house + Kronix. Greet the domain they named.

MISSED

Return as soon as free; within three minutes when on duty.

LOG TOOL

Walada Command Centre (Walada CRM). Unlogged in Walada did not happen.

OFFICIAL PAY

She has nothing to do with money. Note for accounts. Never a figure, never a wallet.

KRONIX OFFER

Kronix is a specialised cluster: Kronix Agric, Kronix Energy, Kronix Telecom, Kronix Metals, and other Kronix .com companies. Confirm which Kronix company.

BRAND LIST

58 live .com brands are locked in the academy (see Brands), plus the Kronix cluster. Near-names are different companies: Construct GH ≠ Contractors Ghana ≠ Construction Ghana ≠ Construction Hub Ghana. Pro Answer ≠ Elite Answer. Ghana ≠ Africa on the hubs.

YARDS

Main office: Awoshie-Anyaa, on the main road. Branches are on the website. Do not invent a yard.

TRANSFER LIVE

Pick and process, or transfer when needed. If transfer fails: they are in a meeting, should be over in about three hours; she can call back, or they may call this line again.

HANDSET

Keep the Samsung Galaxy S23 Ultra. Do not switch to iPhone 11–15 or 15 Pro Max until a cloud PBX shows the brand on inbound. Split-screen Walada, 5,000 mAh, Dual SIM labels.

CHAPTER 02

Greeting – CID is the caller

On the official phone, CID is usually the CALLER's number — not the brand they dialled. All brands divert here.

IF THEY HAVE NOT NAMED THE COMPANY

Good morning / afternoon / evening, this is [Desk], how may I help you?

Please, which company were you calling?

Once they name it: You have reached [Brand]. Then capture. Never guess. Guessing the wrong brand is amateur.

IF THEY NAMED IT IN THE FIRST BREATH

If their first sentence names the company, lock it immediately: Good [time], [Brand], this is [Desk]...

Example, once locked: Good morning, Tilers Ghana, this is Ama, how may I help you?

Trinity

TRUTH

Say only what is verified. Never invent prices, ETAs, staff locations, or technical fixes. CID is the caller — never guess the brand.

TONE

Elite Ghana: titled, unhurried, high-class in English, French, Twi or Ewe. No slang in any language. The caller must feel a no-nonsense company.

TRAJECTORY

Every call ends with a next step, an owner, and a time — then it is filed in Walada Command Centre.

CHAPTER 03

Anatomy of a call

00 SEE

On the official phone, CID is usually the CALLER's number — not the brand they dialled. All brands divert here.

01 GREET

If the company is known: time + brand + desk name + offer to help. If not: time + desk name + offer, then confirm the company.

02 LISTEN

Do not interrupt. The first 20 seconds often contain the brand. Let them belong to the caller.

03 NAME

Please, may I have your name, and how may I address you?

04 CLASSIFY

Service, sales, complaint, emergency, vendor, job seeker, wrong number, fraud.

05 CAPTURE

Number, place, need, urgency. Read back. No money talk.

06 ACT

Process on this call, or transfer. Permission before hold.

07 CLOSE

Restate next step + time. Thank you for calling [Brand]. They must feel a special, no-nonsense company.

08 WALADA

If it is not in Walada Command Centre, the call did not happen. Log within two minutes.

CHAPTER 04

Capture card, then Walada

If it is not in Walada Command Centre, the call did not happen. Log within two minutes. Do not say 'I am typing in a CRM' or 'shared call centre'. You are the brand.

FIELD	HOW
Brand they named	CID is the caller. Confirm the company. Never guess.
Caller name + title	Mr, Mrs, Madam, Nana, Nii, Togbe, Dr, Ing, Arc, QS.
Phone (read back)	Usually already on CID. Still read back. Confirm WhatsApp.
Second number	If they mention a driver, site, or spouse.
Company / role	B2B: company, position, who decides.
Area + landmark	East Legon, near A&C Mall — never 'Accra' alone.
Need, in their words	Then restate in trade language.
Urgency	Emergency / today / this week / planning.
Callback window	Before 2pm, after close of business, WhatsApp only.
How they found us	Signboard, referral, Google, repeat client.
Action taken	Filed in Walada / transferred / processed.
Next step + time	Duty manager returns before 5pm today.

After the call

- File in Walada Command Centre: brand they named, time, caller, number, place, need, urgency, exact next step.
- Route to the brand owner — not 'the group generally'.
- P1: voice the on-call after the Walada note, do not only type.
- Complaints: principal only, not the artisan who is being complained about.
- This desk does not handle money. Not prices, not MoMo, not cash, not refunds, not 'pay the mason'.

Golden rules · never · always

Ten things she never gets wrong

1. Answer by the third ring. Smile before you lift. Sit upright. Official S23 Ultra, volume up, Walada open.
2. CID is usually the CALLER, not the brand. Confirm the company before you speak a brand name. Never guess.
3. Never say Pro Answer Ghana unless they asked who provides the answering, or they dialled the house.
4. Never reveal that you answer for many brands. You are the front desk of the brand they named. Near-names are different companies — Construct GH is not Contractors Ghana; Pro Answer is not Elite Answer.
5. Capture before you promise. Name, number (read back), area + landmark, request, urgency, callback window.
6. This desk does not handle money. No prices, no MoMo, no cash, no refunds.
7. Safety beats sales. Fire, shock, injury, collapse, gas, flooding — escalate immediately.
8. Pick and process, or transfer. If transfer fails: meeting, about three hours, she can call back or they may call this line again.
9. Read back every number, name spelling, and next step. Then file it in Walada Command Centre within two minutes.
10. Main office if asked: Awoshie-Anyaa, on the main road. Branches are on the website. Do not invent a yard.

Never say

- Hello? / Yes? / Please? / Who is this?
- This is a call centre / I am just the receptionist / I don't know.
- The boss is sleeping, at a funeral, travelling, in traffic, or 'the boy is not around'.
- Any price. Any MoMo. Any cash instruction. Any 'pay the mason'.
- Calm down. It is not my fault. You should have called earlier.
- We don't do that — click — without offering a next step.
- I will try. Maybe. Let me see. Hold on (without permission).
- Personal numbers of staff, other clients' details, internal gossip, or 'off the record'.
- Guessing the brand because the CID is a mobile number.
- Slang in English, French, Twi or Ewe: chale, paa, wai, ouais, small small, I dey come.

Always say

- If they named the company: Good [time], [Brand], this is [Desk], how may I help you?
- If they did not: Good [time], this is [Desk], how may I help you? Then: Please, which company were you calling?
- Please, may I have your name — and how may I address you?
- Please may I read the number back. Is WhatsApp the same line?

- Please, which area, and a landmark close to the place?
- I am noting this now. Here is what I will do next, and by when. Thank you for calling [Brand].

CHAPTER 06

Money, transfer, office, hours

MONEY — RULE

This desk does not handle money. Not prices, not MoMo, not cash, not refunds, not 'pay the mason'.

MONEY — SAY

I do not handle payments on this desk. I will note that for accounts, and they will return you on the official channel.

MONEY — NEVER

Any figure, any wallet, any 'pay him', any 'I will reverse it'.

TRANSFER — MAY

She may take and process the call, or transfer when needed.

TRANSFER — FAIL

They are in a meeting — it should be over in about three hours. I can call you back, or you may call this line again. Which would you prefer?

TRANSFER — NEVER

They are sleeping / at a funeral / the boy is not around / hold while I guess.

OFFICE — SAY

Our main office is at Awoshie-Anya, on the main road. Branch locations are on the website — I can have the team send you the link.

OFFICE — NEVER

East Legon / Airport / we are everywhere / come to the other yard I cannot name.

HOURS

This is a mobile desk. She picks as often as she possibly can. There is no 'we have closed' while the phone is in her hand.

MISSED

Return a missed call as soon as she is free — within three minutes when she is on duty, as soon as possible when she was on another live call.

NIGHT / SUNDAY

Night and Sunday: still pick if she can. If it is unsafe — fire, shock, injury — escalate now. If it can wait, take a complete Walada note and give a return window.

CHAPTER 07

Languages and voice

English, French, Twi, Ewe — elite register only. If fluency is not elite, stay in English and remain warm. Never fake fluency. Never slang to sound local.

LANGUAGE	GREETING	REGISTER
English	Good [morning], [Brand], this is [Desk], how may I help you?	High-register Ghanaian English. Titles. No slang, no 'yeah', no 'eh?', no 'chale'.
French	Bonjour, [Brand], ici [Desk], comment puis-je vous aider ?	International French. Bonjour / Bonsoir. Never 'ouais', never 'allo?' as the whole greeting.
Twi	Maakye, [Brand], me din de [Desk]. Eyɛ dɛn na metumi aboa wo?	Court Twi, not street Twi. Maakye / Maaha / Maadwo. No chale, paa, wai, small small.
Ewe	Nɔdi, [Brand], nye nɔkɛ nye [Desk]. Aleke mate nɔ akpe de nɔwɔ?	Formal Ewe. No market slang. If fluency is not elite, stay in English and remain warm.

Voice

- Pace: slightly slower than Accra street speech. Clear consonants. Smile in the first sentence. Elite, not sweet-shop.
- Volume: the other person should not hear a fan, TV, market, or a second conversation.
- Titles until invited otherwise. Older callers and chiefs: Madam, Sir, Nana — never 'my friend'.
- English, French, Twi, Ewe — high register only. If they switch language and you are elite in it, continue. If not, stay in English and remain warm. Never fake fluency.
- Diaspora callers (UK, US, Canada, France): they often want WhatsApp summaries. Confirm the number and time zone.
- Never fill silence with 'hello? are you there?' twice. Wait, then: 'Please, I am still here.'

CHAPTER 08

Official phone — keep the S23 Ultra

Samsung Galaxy S23 Ultra — keep it. It is the right duty phone. Do not switch to iPhone for this job. Eight brands diverting onto one mobile, plus Walada Command Centre on-screen while she talks, is an Android job.

- CID will usually be the caller, not the brand. Samsung Dual SIM still shows which SIM is ringing when two numbers sit in the phone. iPhone does not make that clearer.
- Split-screen: Walada Command Centre on one half, the live call on the other. She logs without putting the client on a noisy hold. iPhone cannot do this properly.
- 5,000 mAh. She picks as often as possible. A tired iPhone 11 / 12 / 13 Pro Max will die mid-shift.
- Call waiting on the Samsung Phone app is built for a second ring while she is live.

HANDSET	VERDICT	WHY
iPhone 11 / 12 / 13 Pro Max	No.	Aging batteries, weaker eSIM, no split-screen Walada. They will fail the all-day pickup.
iPhone 14 Pro Max	No advantage.	Still no real split-screen CRM. No extra help with eight forwarded GSM lines.
iPhone 15	No.	Smaller battery than the S23 Ultra. Worse for all-day duty.
iPhone 15 Pro Max	Only later, and only with a cloud PBX.	The one iPhone that could work — if Walada or a softphone shows the brand name on inbound. Until that exists, keep the S23 Ultra.

Setup before a live hour

- This is the official duty phone — not mixed with personal spam, games, or auto-reject of unknown numbers. Clients are unknown numbers.
- Label SIMs: Official A / Official B. Never 'SIM 1'.
- Do Not Disturb off while on duty. Spam-blockers that reject unknown callers: off.
- Call waiting on. A second divert must not die in silence.
- A mono Bluetooth earpiece (not music buds in both ears) so both hands are on Walada.
- Walada Command Centre pinned; practice split view before the first live hour.
- Charging dock at Awoshie-Anya so battery is never why a call drops.
- If a forwarded call does not show the original brand number (normal on MTN / Telecel / AT): use the confirm-brand greeting. Never guess.

CHAPTER 09

The eight lines

All eight divert to the one official S23 Ultra. CID is the caller. She greets the brand they named, not the cluster.

L1. Cluster 1 – Construction

Cluster. constructgh.com, contractorsghana.com, ghanaexpertbuilders.com, handymenaccra.com, luxurybuildersghana.com, luxurycontractorsghana.com, weldersghana.com

How it rings. Diverts to the official S23 Ultra. CID is the CALLER. Confirm the company. Never guess Construct GH vs Contractors Ghana vs Luxury Builders vs Luxury Contractors.

Greeting. If they named the builder: Good [time], [Brand], this is [Desk]... If not: confirm the company first.

Test. Spare phone → a Cluster 1 number. CID is the spare. She asks which company, greets that brand, files Walada as that brand only.

Fail if. Hello? · Pro Answer Ghana · She greets Construct GH when they said Contractors Ghana · She quotes a build price

L2. Cluster 2 – Paint & interiors

Cluster. citypaintingghana.com, coralexpainters.com, corporatepainters.com, ceilingexpertsghana.com, ceilinggh.com, interiordecoratorsghana.com, wallpapersghana.com

How it rings. Price hunters. She never quotes. Ceiling GH is not Ceiling Experts Ghana. Painters are not Paints Ghana the shop.

Greeting. Confirm brand. Capture rooms, interior/exterior, occupied, landmark. Written quote after inspection.

Test. City Painting Ghana, East Legon hall. Name, number, landmark, no figure, Walada.

Fail if. She quotes per room · She mixes Coralex with City Painting · She discusses MoMo

L3. Cluster 3 – Floors

Cluster. epoxyflooringghana.com, epoxygh.com, floorexpghtsghana.com, floorsgh.com, graniteghana.com, industrialfloorsghana.com, tilersghana.com

How it rings. Seven floor names that sound like one company. They are not.

Greeting. Lock the exact floor brand. Tiles ≠ epoxy ≠ industrial ≠ granite.

Test. Tilers Ghana, two bathrooms, East Legon. Confirm brand, no metre price, Walada as Tilers Ghana.

Fail if. She greets Floors GH on a Tilers Ghana call · She quotes per square metre

L4. Cluster 4 – Facade & landscape

Cluster. alucobondghana.com, aluminiuminstallersghana.com, claddingghana.com, facadeghna.com, landscapgh.com, landscapersghana.com, lawncareghana.com

How it rings. Alucobond / Cladding / Facade / Aluminium are four companies. Landscape GH is not Landscapers Ghana.

Greeting. Confirm which facade or landscape company. Leaks near electrics = emergency, then the right desk.

Test. Once Alucobond Ghana, once Landscape GH. Two greetings. Two Walada rows.

Fail if. Same greeting for Facade and Cladding · She invents a yard

L5. Cluster 5 – Sanitation & electricals

Cluster. biofiltoiletgh.com, officecleanersghana.com, plumbersghana.com, alarmsystemghana.com, electricalsghana.com, solaracghana.com

How it rings. Highest emergency density: leaks, shock, burning smell, alarms. We are not ECG, not GWCL, not the police.

Greeting. Safety first sentence before sales. Electricals Ghana is not Solar AC Ghana.

Test. Burning smell — Electricals Ghana. Stay away from the board. Escalate. Walada P1.

Fail if. She asks them to open the board · She claims we restore ECG · She mixes Solar AC with Electricals

L6. Cluster 6 – Property, travel, education, shops

Cluster. africapropertymanagers.com, bestnewpropertiesdubai.com, exetravelplan.com, traintraveldubai.com, corporatetrainingghana.com, educationconsultghana.com, constructionghana.com, paintsghana.com

How it rings. Dubai and travel callers may be in another time zone. Construction Ghana is the SHOP — not Construct GH. Paints Ghana is the SHOP — not the painters.

Greeting. Confirm the exact site. Capture time zone for Dubai/travel. No visa, title, or ticket as fact.

Test. Once Construction Ghana shop, once Paints Ghana, once Train Travel Dubai. Three different companies.

Fail if. She treats Construction Ghana as a builder · She quotes a ticket or a litre price

L7. Cluster 7 – AfriHub & robotic

Cluster. agrihubafrica.com, constructionhubafrica.com, constructionhubghana.com, eduhubafrica.com, finhubafrica.com, influencershubafrica.com, medhubafrica.com, medhubghana.com, aihubafrica.com, robofactory.com, robohubafrica.com (~11)

How it rings. Directories and robotics. Ghana is not Africa. Robo Factory is not RoboHub. MedHub is not a hospital.

Greeting. Lock the hub they named. Capture list vs find vs partnership. Do not invent a catalogue. FinHub: still no money.

Test. Once Construction Hub Ghana, once Construction Hub Africa, once Robo Factory. Three greetings.

Fail if. She merges Ghana and Africa hubs · She diagnoses on MedHub · She invents a Robo Factory product list

L8. Cluster 8 – Consumer, house, Kronix

Cluster. architectsafrique.com, consumersvoiceafrica.com, consumersvoiceghana.com, eliteanswerghana.com, proanswerghana.com, plus the Kronix .com family

How it rings. House names only if they asked for Pro Answer or Elite Answer — and those two are different. Kronix: confirm WHICH Kronix company.

Greeting. You have reached [the brand they named]. Elite Answer is not Pro Answer. Consumers Voice Ghana is not Africa. Kronix Agric is not Kronix Energy.

Test. Once Pro Answer, once Elite Answer, once Consumers Voice Ghana, once Kronix Agric. Four greetings. Four Walada types.

Fail if. She says Pro Answer on an Elite Answer call · Same greeting for all Kronix companies · She explains the 58-brand model

CHAPTER 10

Brand roster

58 live .com brands plus 8 Kronix companies. Display names follow the domain (constructgh.com → Construct GH). Legal letterheads may differ — operations corrects those. Near-names are different companies. Never mix them. Never list the roster to a caller.

L1 – Cluster 1 – Construction (7)

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Construct GH CONSTRUCTION	constructgh.com	General contracting New builds, renovations, and contractor enquiries for Construct GH — not Contractors Ghana, not Construction Ghana.	Contractors Ghana · Ghana Expert Builders · Luxury Builders Ghana · Luxury Contractors Ghana · Construction Ghana · Construction Hub Ghana · Construction Hub Africa	Residential or commercial; Storeys; Drawings ready?; Area + landmark
Contractors Ghana CONSTRUCTION	contractorsghana.com	Contracting Contractors Ghana — its own company. Never greet as Construct GH or Construction Ghana.	Construct GH · Ghana Expert Builders · Luxury Builders Ghana · Luxury Contractors Ghana · Construction Ghana · Construction Hub Ghana · Construction Hub Africa	What they need; Where + landmark; When; Who decides
Ghana Expert Builders CONSTRUCTION	ghanaexpertbuilders.com	Expert building Expert building and renovation enquiries.	Construct GH · Contractors Ghana · Luxury Builders Ghana · Luxury Contractors Ghana · Construction Ghana · Construction Hub Ghana · Construction Hub Africa	Scope; Location; Drawings?; Timeline
Handymen Accra CONSTRUCTION	handymenaccra.com	Handyman and small works Small works and handyman jobs in Accra. Not a full new- build quote on this call.	—	What is broken / needed; Area + landmark; Access hours
Luxury Builders Ghana CONSTRUCTION	luxurybuildersghana.com	Luxury building High-end building enquiries. Not Luxury Contractors Ghana.	Luxury Contractors Ghana · Construct GH · Contractors Ghana · Ghana Expert Builders	Property type; Location; Drawings / architect?; Who decides
Luxury Contractors Ghana CONSTRUCTION	luxurycontractorsghana.com	Luxury contracting Luxury contracting — a different company from Luxury Builders Ghana.	Luxury Builders Ghana · Contractors Ghana · Construct GH	What they need; Where + landmark; When; Who decides

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Welders Ghana CONSTRUCTION	weldersghana.com	Welding and metalwork Welding, gates, frames, and metalwork. Not a spoken kilogram price.	—	What to weld / fabricate; Site; Measurements ready?

L2 – Cluster 2 – Paint & interiors (7)

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
City Painting Ghana PAINTING	citypaintingghana.com	Painting Painting enquiries for City Painting Ghana. Not Coralex, not Corporate Painters, not Paints Ghana the shop.	Coralex Painters · Corporate Painters · Paints Ghana	Interior / exterior / both; Storeys; Occupied?; Area + landmark
Coralex Painters PAINTING	coralexpainters.com	Painting Coralex Painters — its own painting company.	City Painting Ghana · Corporate Painters · Paints Ghana	Rooms / elevation; Area; Existing finish; Timeline
Corporate Painters PAINTING	corporatepainters.com	Corporate painting Offices and corporate painting. Not City Painting Ghana.	City Painting Ghana · Coralex Painters · Paints Ghana	Facility type; m ² or floors; After hours?; Location
Ceiling Experts Ghana INTERIOR	ceilingexpertsghana.com	Ceilings Ceiling Experts Ghana — not Ceiling GH.	Ceiling GH	Rooms; POP or gypsum; Lighting already in?; Area
Ceiling GH INTERIOR	ceilinggh.com	Ceilings Ceiling GH — a different company from Ceiling Experts Ghana.	Ceiling Experts Ghana	What they need; Where + landmark; When; Who decides
Interior Decorators Ghana INTERIOR	interiordecoratorsghana.com	Interior decoration Interior decoration and finish direction. No spoken furniture catalogue price.	—	Rooms; Style notes; Location; Budget talk stays off this desk
Wallpapers Ghana INTERIOR	wallpapersghana.com	Wall covering Wallpaper and wall-covering enquiries. Written supply after they see the walls.	—	Rooms; Existing wall; Supply or supply-and- fix; Location

L3 – Cluster 3 – Floors (7)

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Epoxy Flooring Ghana FLOOR	epoxyflooringghana.com	Epoxy floors Epoxy Flooring Ghana — not Epoxy GH, not Industrial Floors Ghana.	Epoxy GH · Industrial Floors Ghana · Floor Experts Ghana	Garage / warehouse / decorative; m ² if known; Existing floor; Location

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Epoxy GH FLOOR	epoxygh.com	Epoxy Epoxy GH — a different company from Epoxy Flooring Ghana.	Epoxy Flooring Ghana · Industrial Floors Ghana	What they need; Where + landmark; When; Who decides
Floor Experts Ghana FLOOR	floorexpertsghana.com	Flooring Floor Experts Ghana — not Floors GH.	Epoxy Flooring Ghana · Epoxy GH · Floors GH · Industrial Floors Ghana · Tilers Ghana · Granite Ghana	Room types; Existing finish; Client tiles or supply; Location
Floors GH FLOOR	floorsgh.com	Flooring Floors GH — a different company from Floor Experts Ghana.	Floor Experts Ghana · Tilers Ghana · Industrial Floors Ghana	What they need; Where + landmark; When; Who decides
Granite Ghana FLOOR	graniteghana.com	Granite and stone Granite, worktops, and stone. Measure on site. No spoken metre price.	—	Worktop / floor / cladding; Measurements ready?; Location
Industrial Floors Ghana FLOOR	industrialfloorsghana.com	Industrial flooring Industrial and warehouse floors. Not a domestic tiling job unless they named this brand.	Epoxy Flooring Ghana · Epoxy GH · Floors GH	Warehouse / factory / other; m ² ; Forklift traffic?; Location
Tilers Ghana FLOOR	tilersghana.com	Tiling Tiling — halls, bathrooms, kitchens. Written quote after inspection.	Floors GH · Floor Experts Ghana · Granite Ghana	Rooms; Client tiles or supply; Area + landmark; Timeline

L4 – Cluster 4 – Facade & landscape (7)

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Alucobond Ghana FACADE	alucobondghana.com	Alucobond cladding Alucobond Ghana — not Cladding Ghana, not Facade Ghana, not Aluminium Installers Ghana.	Aluminium Installers Ghana · Cladding Ghana · Facade Ghana	Building type; Elevation / m ² if known; Location
Aluminium Installers Ghana FACADE	aluminiuminstallersghana.com	Aluminium install Windows, sliding doors, and aluminium install. Not Alucobond Ghana.	Alucobond Ghana · Cladding Ghana · Facade Ghana	Windows / doors / shopfront; Storeys; Location
Cladding Ghana FACADE	claddingghana.com	Cladding Cladding Ghana — a different company from Alucobond Ghana and Facade Ghana.	Alucobond Ghana · Aluminium Installers Ghana · Facade Ghana	What they need; Where + landmark; When; Who decides
Facade Ghana FACADE	facadeghana.com	Facades Facade Ghana — not	Alucobond Ghana · Aluminium Installers	What they need; Where + landmark;

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
		Cladding Ghana, not Alucobond Ghana.	Ghana · Cladding Ghana	When; Who decides
Landscape GH LANDSCAPE	landscapegh.com	Landscaping Landscape GH — not Landscapers Ghana, not Lawn Care Ghana.	Landscapers Ghana · Lawn Care Ghana	Garden / compound / irrigation; Size sense; Location
Landscapers Ghana LANDSCAPE	landscapersghana.com	Landscaping Landscapers Ghana — a different company from Landscape GH.	Landscape GH · Lawn Care Ghana	What they need; Where + landmark; When; Who decides
Lawn Care Ghana LANDSCAPE	lawncareghana.com	Lawn care Lawn and compound care. Not a full landscape redesign unless they ask.	Landscape GH · Landscapers Ghana	One-off or recurring; Compound size; Location

L5 – Cluster 5 – Sanitation & electricals (6)

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Biofil Toilet GH SANITATION	biofiltoiletgh.com	Biofil sanitation Biofil and bio-digester enquiries. Not a plumber unless they named Plumbers Ghana.	—	Household / commercial; Existing septic?; Location
Office Cleaners Ghana SANITATION	officecleanersghana.com	Office cleaning Corporate and office cleaning. Not a post-build dusting promise from a construction brand.	—	Desks / floors; Days per week; After hours?; Location
Plumbers Ghana SANITATION	plumbersghana.com	Plumbing Leaks, bathrooms, water supply, waste. Safety first if electrics are wet.	—	Leak / new bathroom / blockage; Water near electrics?; Landmark; Urgency
Alarm System Ghana ELECTRICAL	alarmsystemghana.com	Alarms and security systems Alarms, sensors, and related security systems. Not the police. Not Electricals Ghana.	—	Home or shop; Existing kit?; False alarm now?; Location
Electricals Ghana ELECTRICAL	electricalsghana.com	Electrical installation Wiring, boards, 3-phase, lighting circuits. Burning smell is P1. Not Solar AC Ghana.	—	New install or fault; Burning / shock / trip?; House or commercial; Landmark
Solar AC Ghana ELECTRICAL	solaracghana.com	Solar and air conditioning Solar and air-conditioning enquiries. Not ECG. Not Electricals Ghana unless they named that brand.	—	Solar, AC, or both; House or shop; What must stay on; Location

L6 – Cluster 6 – Property, travel, education, shops (8)

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Africa Property Managers PROPERTY	africapropertymanagers.com	Property management Property management enquiries. Not a land-title verdict. Not Best New Properties Dubai.	Best New Properties Dubai	Property location; Owner or tenant; What they need; Who decides
Best New Properties Dubai PROPERTY	bestnewpropertiesdubai.com	Dubai property Dubai property enquiries. Not Ghana land. Not Africa Property Managers.	Africa Property Managers · Train Travel Dubai	Buyer or investor; Budget talk stays off this desk; Time zone; Who decides
EXE Travel Plan TRAVEL	exetravelplan.com	Travel planning Travel planning. Not Train Travel Dubai. No visa guarantee.	Train Travel Dubai	Who is travelling; Dates; Destination; Who pays
Train Travel Dubai TRAVEL	traintraveldubai.com	Dubai train travel Dubai train-travel enquiries. Not EXE Travel Plan.	EXE Travel Plan · Best New Properties Dubai	Dates; Passengers; Where they are now; Callback window in their time zone
Corporate Training Ghana EDUCATION	corporatetrainingghana.com	Corporate training Corporate training enquiries. Not Education Consult Ghana.	Education Consult Ghana · EduHub Africa	Company; Topic; Headcount; Dates
Education Consult Ghana EDUCATION	educationconsultghana.com	Education consulting Education consulting — school / study routes. Not Corporate Training Ghana.	Corporate Training Ghana · EduHub Africa	Student or parent; Country / programme interest; Timeline
Construction Ghana SHOP	constructionghana.com	Construction e-commerce The Construction Ghana shop and catalogue — not Construct GH, not Contractors Ghana, not Construction Hub Ghana.	Construct GH · Contractors Ghana · Ghana Expert Builders · Luxury Builders Ghana · Luxury Contractors Ghana · Construction Hub Ghana · Construction Hub Africa	Item / category; Delivery area; Account or new; Quantity
Paints Ghana SHOP	paintsghana.com	Paint shop Paints Ghana the shop — not City Painting Ghana, not Coralex Painters.	City Painting Ghana · Coralex Painters · Corporate Painters	Product / litres if known; Delivery or collect; Location

L7 – Cluster 7 – AfriHub & robotic (11)

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
AgriHub Africa AFRIHUB	agrihubafrica.com	Agriculture directory AgriHub Africa directory. Not	Kronix Agric · Construction Hub Africa ·	List, find, or advertise?; Country;

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
		a farm contractor unless they named a farm brand. Not Kronix Agric.	Construction Hub Ghana · MedHub Africa	Category
Construction Hub Africa AFRIHUB	constructionhubafrica.com	Construction directory Construction Hub Africa — not Construction Hub Ghana, not Construction Ghana the shop.	Construction Hub Ghana · Construction Ghana · Construct GH	List or find a trade?; Country; Trade
Construction Hub Ghana AFRIHUB	constructionhubghana.com	Construction directory Construction Hub Ghana — Ghana directory. Not Construction Hub Africa. Not Construct GH.	Construction Hub Africa · Construction Ghana · Contractors Ghana	What they need; Where + landmark; When; Who decides
EduHub Africa AFRIHUB	eduhubafrica.com	Education directory EduHub Africa directory. Not Education Consult Ghana.	Education Consult Ghana · Corporate Training Ghana	What they need; Where + landmark; When; Who decides
FinHub Africa AFRIHUB	finhubafrica.com	Finance directory FinHub Africa directory. This desk still does not handle money.	—	List or enquiry; Country; What they need
Influencers Hub Africa AFRIHUB	influencershubafrica.com	Influencer directory Influencer directory enquiries. No talent-fee on this desk.	—	Brand or creator; Campaign outline; Market
MedHub Africa AFRIHUB	medhubafrica.com	Medical directory MedHub Africa — not MedHub Ghana. Not a hospital. No diagnosis.	MedHub Ghana	Facility or listing; Country; What they need
MedHub Ghana AFRIHUB	medhubghana.com	Medical directory MedHub Ghana — not MedHub Africa. Not a clinic.	MedHub Africa	What they need; Where + landmark; When; Who decides
AI Hub Africa ROBOTIC	aihubafrica.com	AI hub AI Hub Africa. Do not invent products. Not Robo Factory. Not RoboHub Africa.	Robo Factory · RoboHub Africa	Company and role; Intent in one sentence; Existing or new
Robo Factory ROBOTIC	robofactory.com	Robotics Robo Factory — specialised robotics. Confirm intent. Do not invent a robot catalogue.	RoboHub Africa · AI Hub Africa	Company; What they think Robo Factory does for them; Location
RoboHub Africa ROBOTIC	robohubafrica.com	Robotics hub RoboHub Africa — not Robo Factory.	Robo Factory · AI Hub Africa	What they need; Where + landmark; When; Who decides

L8 – Cluster 8 – Consumer, house, Kronix (13)

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Architects Afrique CONSUMER	architectsafrique.com	Architecture Architecture enquiries. Use titles: Arc. No fee on this call.	—	Project type; Country / city; Drawings exist?; Who decides
Consumers Voice Africa CONSUMER	consumersvoiceafrica.com	Consumer voice Consumers Voice Africa — not Consumers Voice Ghana.	Consumers Voice Ghana	Country; What they want heard; Company they are dealing with
Consumers Voice Ghana CONSUMER	consumersvoiceghana.com	Consumer voice Consumers Voice Ghana — not Consumers Voice Africa.	Consumers Voice Africa	What they need; Where + landmark; When; Who decides
Elite Answer Ghana HOUSE	eliteanswerghana.com	House — answering Elite Answer Ghana. Not Pro Answer Ghana. Only say this name if they dialled this brand or asked for it.	Pro Answer Ghana	Company; Call volume guess; Hours needed; Decision maker
Pro Answer Ghana HOUSE	proanswerghana.com	House — answering service Only line where you may say Pro Answer Ghana in the greeting. Not Elite Answer Ghana.	Elite Answer Ghana	Company; Call volume guess; Hours needed; Decision maker
Kronix KRONIX	kronix.com	Kronix house — specialised group Parent of the specialised Kronix companies. If they say only 'Kronix', confirm which company: Agric, Energy, Telecom, Metals, or another Kronix brand.	Kronix Agric · Kronix Energy · Kronix Telecom · Kronix Metals · Kronix Water	Which Kronix company; Company and role; Existing or new; Intent
Kronix Agric KRONIX	kronixagric.com	Agriculture and agro systems Kronix Agric — specialised agricultural and agro enquiries.	Kronix · Kronix Energy · Kronix Telecom · Kronix Metals · Kronix Water	Which Kronix company; Company and role; Existing or new; Intent
Kronix Energy KRONIX	kronixenergy.com	Energy Kronix Energy — specialised energy enquiries. Not ECG.	Kronix · Kronix Agric · Kronix Telecom · Kronix Metals · Kronix Water	Which Kronix company; Company and role; Existing or new; Intent
Kronix Telecom KRONIX	kronixtelecom.com	Telecom Kronix Telecom — specialised telecom and connectivity. Not MTN.	Kronix · Kronix Agric · Kronix Energy · Kronix Metals · Kronix Water	Which Kronix company; Company and role; Existing or new; Intent
Kronix Metals KRONIX	kronixmetals.com	Metals Kronix Metals — specialised metals and related supply.	Kronix · Kronix Agric · Kronix Energy · Kronix Telecom · Kronix Water	Which Kronix company; Company and role; Existing or new; Intent

BRAND	DOMAIN	TRADE	DO NOT GREET AS	QUALIFY
Kronix Water KRONIX	kronixwater.com	Water systems Kronix Water — specialised water systems (etc. in the Kronix cluster).	Kronix · Kronix Agric · Kronix Energy · Kronix Telecom · Kronix Metals	Which Kronix company; Company and role; Existing or new; Intent
Kronix Logistics KRONIX	kronixlogistics.com	Logistics Kronix Logistics — specialised movement and logistics (etc. in the Kronix cluster).	Kronix · Kronix Agric · Kronix Energy · Kronix Telecom · Kronix Metals	Which Kronix company; Company and role; Existing or new; Intent
Kronix Industrial KRONIX	kronixindustrial.com	Industrial Kronix Industrial — specialised industrial enquiries (etc. in the Kronix cluster).	Kronix · Kronix Agric · Kronix Energy · Kronix Telecom · Kronix Metals	Which Kronix company; Company and role; Existing or new; Intent

CHAPTER 11

Near-names

They named one company. Lock that name. Do not explain the sister domains. Guessing the wrong sister is amateur.

THE CONSTRUCTION FAMILY

Construct GH · Contractors Ghana · Construction Ghana · Construction Hub Ghana · Construction Hub Africa · Ghana Expert Builders · Luxury Builders Ghana · Luxury Contractors Ghana

They named one. Lock that one. Do not explain the others.

PAINT VS THE PAINT SHOP

City Painting Ghana · Coralex Painters · Corporate Painters · Paints Ghana

Painters paint. Paints Ghana sells paint. Do not send a shop caller a crew, or a painting caller a catalogue price.

FLOORS

Tilers Ghana · Floors GH · Floor Experts Ghana · Epoxy GH · Epoxy Flooring Ghana · Industrial Floors Ghana · Granite Ghana

Epoxy is not tiles. Industrial is not a hall. Granite is not a tiler unless they named Granite Ghana.

FACADE NAMES

Alucobond Ghana · Aluminium Installers Ghana · Cladding Ghana · Facade Ghana

Four companies. Four greetings. Confirm which.

CEILING, LANDSCAPE, VOICE, MED, HUB

Ceiling GH / Ceiling Experts Ghana · Landscape GH / Landscapers Ghana / Lawn Care Ghana · Consumers Voice Ghana / Consumers Voice Africa · MedHub Ghana / MedHub Africa · Pro Answer Ghana / Elite Answer Ghana

Ghana is not Africa. Elite Answer is not Pro Answer. Ceiling GH is not Ceiling Experts.

KRONIX

Kronix · Kronix Agric · Kronix Energy · Kronix Telecom · Kronix Metals · Kronix Water · Kronix Logistics · Kronix Industrial

If they only said Kronix, ask which company. Never merge Agric with Energy with Telecom.

Duty-card short list

- Construct GH ≠ Contractors Ghana ≠ Construction Ghana (shop) ≠ Construction Hub Ghana

- City Painting / Coralex / Corporate Painters ≠ Paints Ghana (shop)
- Tilers Ghana ≠ Floors GH ≠ Epoxy GH ≠ Epoxy Flooring Ghana ≠ Industrial Floors Ghana
- Alucobond ≠ Cladding ≠ Facade ≠ Aluminium Installers
- Ceiling GH ≠ Ceiling Experts Ghana
- Consumers Voice Ghana ≠ Africa · MedHub Ghana ≠ Africa
- Pro Answer Ghana ≠ Elite Answer Ghana
- Kronix: confirm which company

CHAPTER 12

Blind spots

CID IS THE CALLER'S MOBILE – THE NORMAL CASE

Good [morning], this is [Desk], how may I help you? Then: Please, which company were you calling? Once they name it: You have reached [Brand]. Then capture. Never guess. Guessing the wrong brand is amateur.

THEY NAME THE COMPANY IN THE FIRST BREATH

If their first sentence names the company, lock it immediately: Good [time], [Brand], this is [Desk]...

WHERE ARE YOU? / I AM COMING

Our main office is at Awoshie-Anyaa, on the main road. Branch locations are on the website — I can have the team send you the link.

TRANSFER RINGS OUT

They are in a meeting — it should be over in about three hours. I can call you back, or you may call this line again. Which would you prefer?

HOW MUCH? / MOMO / PAY HIM

I do not handle payments on this desk. I will note that for accounts, and they will return you on the official channel.

THEY REFUSE TO GIVE A NAME

You may still help at a high level. You cannot route a callback. 'I can take the request. Without a name and number the team cannot return the call.'

THEY REFUSE TO BE LOGGED

'I need a record so the right person acts. I share it only with [Brand] operations.' Still file Walada with a flag if they decline a surname.

SPEAKERPHONE WITH THREE PEOPLE

Establish who decides. 'Please, who should we call back as the main contact?'

CHILD OR DRIVER CALLING

Be kind. Capture the adult decision-maker's number. Do not take money instructions from a child.

I'M RECORDING THIS CALL

Stay exact. Do not get sharp. 'Understood. I will take the details carefully.' Then follow protocol.

OFF THE RECORD / DON'T WRITE THIS

You still file Walada. 'I will note what is needed for the team to act. I do not publish calls.'

PERSONAL NUMBER OF AN ENGINEER

Never. 'I will have the right person return you on this line.'

ANOTHER CLIENT'S JOB DETAILS

Never. 'I cannot discuss another client's work. I can help with yours.'

BANK / MOMO / GRA / 'I AM FROM MTN'

This desk does not handle money or OTPs. Escalate suspected fraud to operations.

JOURNALIST OR BLOGGER

No comment on disputes. 'I will take your name and the media house and the communications contact will return you.'

JOB SEEKER DROPPING A CV ON A BRAND LINE

Short and decent. Name, trade, number. Do not interview. Do not say there are no jobs.

VENDOR SELLING CEMENT, ADS, INSURANCE

Name, company, what they sell, number. 'Procurement will review.' Do not negotiate.

SILENT / POCKET DIAL

Two 'Good morning, I can hear the line...' then hang up gently and file missed/silent in Walada.

ABUSE, SLURS, SEXUAL COMMENTS

One boundary: 'I will help with the work matter. I cannot continue if the language stays like this.' Then offer to take the work details or end.

THREATS OF VIOLENCE

End the call if you are unsafe. Log verbatim. Alert operations.

BRIBE / 'I WILL DASH YOU'

'Thank you, that is not necessary. I will log the request the same way.' Never accept.

WRONG TRADE, RIGHT HOLDING

Internal route. To the caller: 'I will have the right desk return you.' Do not list the roster.

THEY ASK 'ARE YOU CHINESE / LEBANESE / INDIAN OWNED?'

Do not improvise ownership. 'I will have the principal speak to you about the company. How may we help with the work today?'

KRONIX – WHICH ONE?

Kronix is a specialised cluster. Confirm Agric, Energy, Telecom, Metals, or another Kronix company. Do not merge them.

NEAR-NAMES – CONSTRUCT GH / CONTRACTORS GHANA / CONSTRUCTION GHANA

They named one company. Lock that name. Do not explain the sister domains. Construction Ghana is the shop. Construction Hub Ghana is the directory. Construct GH and Contractors Ghana are builders — two different builders.

PRO ANSWER OR ELITE ANSWER?

Two house brands. Greet the one they named. Never merge them. Never use either name on a trade line.

ECG / GWCL PUBLIC FAULT

We are not the utility. Offer the brand's private remedy if it fits. Give no fake restoration time.

FRENCH / TWI / EWE OPENING

Match the language only at elite register. If you cannot, stay in English: 'Please, I will take this carefully in English — how may I help you?' Never slang to sound local.

CHAPTER 13

Classify, hold, dual ring

Classify

EMERGENCY

Safety questions. Escalate now. Stay on the line if they are unsafe. Log as P1 in Walada.

COMPLAINT / DISPUTE

Do not defend. Do not admit liability. Capture facts. Escalate to the brand principal. Promise a human return.

SERVICE / EXISTING JOB

Get job/site reference if they have one. Capture snag. Route to the brand operations contact.

NEW WORK / SALES

Qualify: what, where, when. Book inspection or send to sales. No prices. No money.

VENDOR / JOB SEEKER

Polite, short. Take name, trade, number, what they supply. Do not interview. 'I will pass this to procurement.'

SOCIAL ENGINEERING

Never confirm account, MoMo, OTP, or staff personal data. This desk does not handle money. Log and alert operations.

WRONG NUMBER / WRONG BRAND

Do not shame. If it is another of our brands, internal-route without advertising the network.

Hold and transfer

ASK HOLD

May I place you on a brief hold while I check that?

BACK

Thank you for holding.

CAP

If hold exceeds 45 seconds, return: I am still on it, thank you for waiting.

ASK TRANSFER

I can connect you to [role]. May I tell them who is calling and what it concerns?

FAIL

They are in a meeting — it should be over in about three hours. I can call you back, or you may call this line again. Which would you prefer?

WARM

Never drop a caller into a ringing void. If unanswered, take the call back and use the meeting line.

Two lines at once

- The live caller is the one you already greeted. Do not click them off.
- Second divert: let it miss if you must, return within three minutes as soon as you are free.
- If the live call is a P1 emergency, the second line waits. Always.
- Never put two callers on speaker so they hear each other.

P1

Fire, shock, injury, collapse, gas, flooding — safety sentence first, escalate now, voice the on-call. Do not open a live board. Do not book tomorrow as the only action.

CHAPTER 14

Shift open, close, line tests

Open

- S23 Ultra charged, volume up, spam-block of unknown numbers OFF, Do Not Disturb off, Walada Command Centre open, earpiece in.
- Confirm both SIMs labelled Official A / Official B.
- Water. Quiet room or dock at Awoshie-Anyaa.
- Read overnight Walada. Any P1 left hanging is your first act.

Close

- Zero calls not in Walada. Zero P1 without a named human notified.
- Write a three-line handoff in Walada: open promises, waiting callbacks, anything that will explode tomorrow.
- Missed list with times.

Eight line tests — spare phone, before live

1. DIVERT

Each of the 8 numbers actually rings the official S23 Ultra. Label is Official — not 'Phone 2'.

2. CID TRUTH

From a spare phone, call a diverted number. Confirm: what shows is usually the CALLER. She must still confirm the brand.

3. CONFIRM-BRAND GREETING

A colleague listens: did she avoid guessing? Time + her name + offer, then 'which company were you calling?'

4. WALADA MATCH

Each test call produces a Walada row with the brand THEY named, not a guess.

5. MISSED CALL

Let one test ring out. Return it: Good [time], this is [Desk], I am sorry I missed you. How may I help you?

6. DUAL RING

Call again while she is live. Live call stays. Missed one returns within 3 minutes.

7. TRANSFER FAIL

Run a transfer that is not answered. She must use the meeting / three hours / call-back-or-you-call line. Then Walada.

8. EMERGENCY PHRASE

Burning-smell script. Time-to-escalate under 60 seconds. No money, no DIY in the board.

If they say – full scripts

Replace [Desk] with Ama, Elisabeth, Akosua or Efua. Replace [Brand] with the company they named. Replace [morning] with the correct time of day. Gold is SAY. Amateur is NEVER.

Identity & greeting (43)

001 · s001

Caller: "Hello? Who is this?"

SAY — Good [morning], this is [Desk]. How may I help you? If they name a company in the next breath, lock it: You have reached [Brand].

NEVER — Hello? This is Ama. Who is calling? / Guessing a brand from a mobile CID.

WHY — CID is usually the caller, not the brand. Identify yourself. Do not invent a company they have not named.

002 · s002

Caller: "Is this Construct GH?"

SAY — Yes, good [time], Construct GH, this is [Desk]. How may I help you?

NEVER — I think so / We pick for many companies / Which one did you want?

WHY — They named it. Lock Construct GH immediately. CID will usually have been their mobile — that is normal.

003 · s003

Caller: "Are you the secretary?"

SAY — I am the front desk for [Brand]. I can take this fully and see that the right person acts. Please, how may I help you?

NEVER — I am just the receptionist. I don't know anything.

WHY — Status talk is amateur. Authority is in the process, not in a title fight.

004 · s004

Caller: "I want to speak to the owner. Now."

SAY — I will take this to the principal's desk. Please, may I have your name, the number to return, and the matter in one sentence so they can call you prepared?

NEVER — The boss is in traffic / at a funeral / sleeping / the boy is not around.

WHY — Unavailability is stated as a process, never as gossip about a human's body or family.

005 · s005

Caller: "What is your name?"

SAY — This is [Desk] at [Brand]. How may I help you today?

NEVER — Why do you need my name? / I am not allowed to say.

WHY — Your desk name is part of the greeting. A surname is not required. Do not become defensive.

006 · s006

Caller: "Is this a call centre? You people pick for everybody."

SAY — You have reached [Brand]. I am here to take your request properly. How may I help you?

NEVER — Yes we do dozens of brands. Pro Answer Ghana. Shared receptionist.

WHY — You are the brand they dialled. The operating model is not their business unless they dialled the house line.

007 · s007

Caller: "Where is your office? I am coming now."

SAY — Our main office is at Awoshie-Anyaa, on the main road. Branch locations are on the website — I can have the team send you the link. Please, may I take your name and what the visit is for?

NEVER — East Legon / Airport / we are everywhere / come to the other yard I cannot name.

WHY — Locked: Awoshie-Anyaa, main road. Branches on the website. Inventing a yard is a live failure.

008 · s008

Caller: "What time do you close?"

SAY — I can take this now. This is a mobile desk — we pick as often as possible. How may I help you?

NEVER — We have closed / the phone is off / call tomorrow — while you are still on the line.

WHY — A live caller is still in hours. There is no 'we have closed' while the phone is in her hand.

009 · s009

Caller: "The phone rings. CID is 024... — the caller, not a brand name."

SAY — Good [time], this is [Desk], how may I help you? ... Please, which company were you calling?

NEVER — Good [time], Construct GH... (guessing the last brand) / Pro Answer Ghana, which of our companies?

WHY — On the official S23 Ultra, CID is usually the person calling. All brands divert here. Never guess.

010 · s010

Caller: "I called the painting number but I want roofing."

SAY — I will have the roofing desk return you. Please, your name, number, area, and what is happening with the roof.

NEVER — That is a different company. I will give you 20 other numbers. We are all the same people.

WHY — Internal route. Do not expose the roster. Do not dump the caller.

011 · s011

Caller: "Are you Ghanaian? You sound like a machine."

SAY — I am here and I am listening. Please, tell me how I may help you.

NEVER — Why, don't I sound Ghanaian? / I am AI.

WHY — Do not debate identity. Warmth in the next sentence repairs the ear.

012 · s012

Caller: "Put me through to Kwame. He knows me."

SAY — Please, your name and what it concerns, and the best number. I will make sure Kwame's desk gets it if he is the right person, or the duty lead if he is not on.

NEVER — Kwame is not here, try his personal. Here is 024...

WHY — No personal numbers. No assuming every Kwame is the same Kwame.

148 · s148

Caller: "You sound young. Are you qualified to take this?"

SAY — I am the front desk for [Brand] and I will see that the right person acts. Please, the matter — I will take it completely.

NEVER — I have a degree. / I am older than I sound.

WHY — Competence is the note, not your biography.

151 · s151

Caller: "The screen shows 024 773 1102. You do not recognise it."

SAY — Good [time], this is [Desk], how may I help you? Then: Please, which company were you calling?

NEVER — Good [time], Construct GH... because Line 1 often is builders. / Hello?

WHY — Guessing the wrong brand is amateur. Confirm. Then lock.

152 · s152

Caller: "I called Construct GH. (after your generic greeting)"

SAY — You have reached Construct GH. This is [Desk]. How may I help you?

NEVER — Oh, I thought you wanted painting. / Which Construct, we have many companies.

WHY — The moment they name it, you become that brand. No roster talk.

153 · s153

Caller: "Aren't you supposed to know which company I called?"

SAY — I want to be exact for you. Please, the company name on the number you dialled, and I will take it from there.

NEVER — We pick for dozens of brands so I cannot know. / The phone does not show it.

WHY — Never explain the divert. Exactness is elite; the model is internal.

154 · s154

Caller: "It is the number on your Construct GH signboard."

SAY — You have reached Construct GH. This is [Desk]. How may I help you?

NEVER — Construct GH... is that Contractors Ghana?

WHY — A signboard is a brand lock. Use the legal name.

155 · s155

Caller: "I called five minutes ago about painting. Now I am calling the roofing number. Same voice."

SAY — Good [time], Construct GH, this is [Desk]. I will take the roofing matter on this call. The painting note stays with City Painting Ghana — I will not mix the two jobs on one log.

NEVER — Yes it's me, I do all of them, remind me what we said.

WHY — Same ear, two brands, two Walada rows. Never merge.

156 · s156

Caller: "You are Ama? Last time it was Elisabeth."

SAY — Yes, this is Ama at [Brand]. Elisabeth and I take this desk. How may I help you today?

NEVER — Elisabeth has gone home. / I am the only one. / Who is Elisabeth?

WHY — Ama and Elisabeth are authorised on every brand. Same warmth, same steel. First name only.

157 · s157

Caller: *"Please, Akosua or Efua — is that you?"*

SAY — This is [Desk] at [Brand]. How may I help you?

NEVER — There is no Akosua here. / Use a nickname.

WHY — Akosua and Efua are also authorised Ghana desk names. Do not invent a fourth personality on the fly. Use the name you are on today.

164 · s164

Caller: *"Where are you? I am coming."*

SAY — Our main office is at Awoshie-Anyaa, on the main road. Branch locations are on the website. Please, may I book you so someone can receive you — name, day, and what the visit is for?

NEVER — Come now, we are here. / East Legon. / I will WhatsApp a pin I have not verified.

WHY — Address is locked. A visit still needs a booking.

165 · s165

Caller: *"Is the office in East Legon / Airport?"*

SAY — Our main office is at Awoshie-Anyaa, on the main road. I will not send you to East Legon. Branches are listed on the website.

NEVER — Yes East Legon. / We moved, I think Airport.

WHY — Wrong yard = a client at the wrong gate. Amateur.

166 · s166

Caller: *"Do you have a branch in Kumasi / Takoradi / Tamale?"*

SAY — Branch locations are on the website — I can have the team send you the link. Our main office is at Awoshie-Anyaa, on the main road. What did you need in that city? I will note it for the brand.

NEVER — Yes we are everywhere. / No we don't go there.

WHY — Do not invent coverage. Website for branches; capture the need.

167 · s167

Caller: *"Give me the GPS / the pin."*

SAY — I will have the team send the official pin for Awoshie-Anyaa on the main road. I will not invent coordinates on this call.

NEVER — Drop a pin from memory. / 'Search Awoshie somewhere'.

WHY — Pins are verified or they are not sent.

191 · s191

Caller: "You people sound cheap. Talk to me like a human."

SAY — I am here, and I will take this properly. Please, the matter — I will see it through.

NEVER — Switch to chale to prove you are local. / Become cold to punish them.

WHY — Elite is not robotic and not street. Warmth with a spine.

192 · s192

Caller: "Chale, talk, I dey come."

SAY — Please, I am listening. How may [Brand] help you? Keep your register. Translate 'I dey come' into a visit booking if that is what they mean.

NEVER — Chale I dey hear. Come.

WHY — They may be informal. The brand is not.

196 · s196

Caller: "What phone is this? You sound like you are on speaker in a market."

SAY — One moment — I will take you clearly. (Move to quiet. Earpiece. Continue.) Please, how may I help you?

NEVER — It's just my Samsung. / The other line is ringing, wait.

WHY — The S23 Ultra is the duty phone. The caller should hear a desk, not a street.

198 · s198

Caller: "I want the owner of all these companies."

SAY — I will take this to the principal of the company you dialled. Please, which company, your name, and the matter in one sentence.

NEVER — There is one owner for all the brands. Here is his personal.

WHY — Each brand has a principal. You do not expose the holding.

201 · s201

Caller: "Is this Construct GH? Or Contractors Ghana? Same people, yes?"

SAY — Please, which company were you calling? Construct GH and Contractors Ghana are different companies. I will take the one you named.

NEVER — Yes we are all one construction group. / I will log it under Construct anyway.

WHY — Near-names are the live failure. Confirm. Lock. Do not merge.

202 · s202

Caller: *"Constructionghana.com — I want a builder."*

SAY — You have reached Construction Ghana. That is the shop and catalogue. I will take a product enquiry here. If you need a contractor I will have a construction desk return you — I will not pretend this line is Construct GH.

NEVER — Yes, we build. / This is Construct GH, same site.

WHY — constructionghana.com is the shop. constructgh.com is the builder.

203 · s203

Caller: *"Construction Hub Ghana — list my company."*

SAY — You have reached Construction Hub Ghana. Please, company name, trade, and the number to return. I will not list you on Construction Hub Africa unless you asked for Africa.

NEVER — I will put you on all the hubs. / That is Construct GH.

WHY — Hub Ghana is not Hub Africa is not the shop is not the builder.

204 · s204

Caller: *"Luxury Builders... or Luxury Contractors? I saw both."*

SAY — They are different companies. Please, which one did you call — Luxury Builders Ghana or Luxury Contractors Ghana?

NEVER — Luxury is luxury, I will put you through to both.

WHY — Builders ≠ Contractors even with the same first word.

205 · s205

Caller: *"City Painting? I want to buy paint."*

SAY — You have reached City Painting Ghana — that is painters. For tins of paint I will have Paints Ghana return you. Please, your name, number, and whether you also need the painting work done.

NEVER — I will quote you 20 litres from this painting line. / We are Paints Ghana too.

WHY — Painters vs the shop. Internal route. No litre price.

206 · s206

Caller: *"Epoxy GH. I meant Epoxy Flooring Ghana."*

SAY — I will take this as Epoxy Flooring Ghana. This is [Desk]. Please, the floor type and location. I will not leave it logged as Epoxy GH.

NEVER — Same epoxy, same log. / I will keep the first name.

WHY — Walada must carry the brand they meant once they correct it.

207 · s207

Caller: "Ceiling GH — Experts, yes?"

SAY — Ceiling GH and Ceiling Experts Ghana are different companies. Please, which one were you calling?

NEVER — Yes, Ceiling Experts, I knew what you meant.

WHY — Do not complete their near-name for them.

208 · s208

Caller: "Alucobond? Or cladding? Or facade?"

SAY — Alucobond Ghana, Cladding Ghana, and Facade Ghana are three companies. Please, which website or which name did you call?

NEVER — Facade, cladding, same thing. / Aluminium Installers will do.

WHY — Four facade names. Confirm which.

209 · s209

Caller: "Solar AC Ghana — can you rewire my board?"

SAY — You have reached Solar AC Ghana. Rewiring is an electricals matter. I will have Electricals Ghana return you. First: is there a burning smell or shock now?

NEVER — Yes we do boards too. / That is the same as Electricals Ghana.

WHY — Solar AC Ghana is not Electricals Ghana. Safety still comes first.

210 · s210

Caller: "Consumers Voice Africa. I am in Accra."

SAY — You have reached Consumers Voice Africa. If you meant Consumers Voice Ghana, please say so and I will lock Ghana. Which should I log?

NEVER — Africa, Ghana, same desk. / I will switch you silently.

WHY — Ghana is not Africa on the voice brands.

211 · s211

Caller: "Is this Elite Answer or Pro Answer?"

SAY — Please, which did you call? Elite Answer Ghana and Pro Answer Ghana are different companies. I will greet the one you name.

NEVER — We are the call centre for everybody. / Elite, Pro, same.

WHY — Two house brands. Two greetings. Never merge.

212 · s212

Caller: "MedHub Ghana. My child is sick."

SAY — You have reached MedHub Ghana, a directory — we are not a hospital and I cannot diagnose. If this is an emergency call 193. Please, what listing or facility you need, and I will have MedHub Ghana return you.

NEVER — Give paracetamol. / I will get a doctor on this line. / This is MedHub Africa.

WHY — Directory, not clinic. Ghana not Africa.

213 · s213

Caller: "Robo Factory? The AI Hub people?"

SAY — You have reached Robo Factory. AI Hub Africa and RoboHub Africa are different companies. How may Robo Factory help you? I will not invent a product list.

NEVER — Yes, all the robot companies. We build anything.

WHY — Three robotic names. Lock the one they dialled.

214 · s214

Caller: "Train Travel Dubai — also the property one?"

SAY — You have reached Train Travel Dubai. Best New Properties Dubai is a different company. I will take the travel matter here. Please, who is travelling and when.

NEVER — Yes, trains and villas, one Dubai desk.

WHY — Travel is not property. Capture time zone. No fare as a contract.

215 · s215

Caller: "Floors GH. I need epoxy for a warehouse."

SAY — You have reached Floors GH. Warehouse epoxy may belong with Industrial Floors Ghana or Epoxy Flooring Ghana. I will have the industrial / epoxy desk return you. Please, m² if you have it, the site, and your number — I will not quote a metre price and I will not pretend Floors GH is industrial epoxy unless they named that brand.

NEVER — Floors, epoxy, industrial, same. 180 a metre.

WHY — Internal route. Exact Walada brand. No price.

Capture & process (15)

013 · s013

Caller: *"I just need a price. Quickly."*

SAY — I can start the quotation process. Please, your name, number, the location, and a short description. The team will inspect or review and send a written figure — I will not guess one on this call.

NEVER — It is about 200 cedis a metre. / Around 50,000.

WHY — A spoken price becomes a contract in the caller's mind.

014 · s014

Caller: *"I'll call back."*

SAY — Of course. If it helps, I can take the number and a one-line note so that if we are missed, the team still returns you. What is the best number?

NEVER — Okay, bye.

WHY — Many 'I'll call back' calls never return. Leave a hook.

015 · s015

Caller: *"Don't write my name."*

SAY — I need a record so the right person acts. I share it only with [Brand] operations. If you prefer a first name and a number, I can work with that — they still need a way to return you.

NEVER — Okay I won't log it. / Then I cannot help, click.

WHY — Log with a flag if they decline a surname. Do not invent a secret side channel.

016 · s016

Caller: *"You know me, I called yesterday."*

SAY — Please, may I have the name and number again so I attach this to the right note? I do not want to mix two jobs.

NEVER — Ah yes, the East Legon man. I remember.

WHY — Memory is not a CRM. Mixing two Mensahs is how jobs vanish.

017 · s017

Caller: *"I am at the site now. Nobody is here."*

SAY — I am sorry you are waiting. Please, the site address and landmark, your name, and which job this is. I will alert the duty lead immediately and tell you what they say about arrival.

NEVER — They are coming. / The boy is in traffic.

WHY — You do not invent an ETA. You escalate and relay a real one.

018 · s018

Caller: "Send me WhatsApp."

SAY — Gladly. Please, is WhatsApp the same as this line? I will repeat it: 024 412 3367. What should the team send — quote request, photos, or a callback time?

NEVER — I have sent it — when you have not. / What is WhatsApp?

WHY — Read back. Do not claim a message you have not passed.

019 · s019

Caller: "My number is twenty-four four-one-two... (fast, mumbled)"

SAY — Please, slowly, digit by digit. I will read it back when we are done so we do not lose you.

NEVER — I got it (when you did not).

WHY — A wrong digit is a lost job. Slow is professional.

020 · s020

Caller: "I am calling from London. I am building in Kumasi."

SAY — Welcome. Please, your name, UK number and a Ghana number on the ground, the site area in Kumasi, and whether someone there can receive the team. We will report on WhatsApp with photos if that is what you want.

NEVER — You should have a caretaker. That's your problem.

WHY — Diaspora is a core construction pattern. Capture two numbers and the local eyes.

021 · s021

Caller: "It's for my landlord / my husband / the office."

SAY — Understood. Please, who should we call back as the decision-maker, and who is on site? I will note both.

NEVER — Then let the landlord call.

WHY — Many Ghana jobs have a payer, a user, and a driver. Map them.

022 · s022

Caller: "Can you come today?"

SAY — I will flag this as same-day and the duty lead will tell you honestly if a visit is possible today. Please, the area, landmark, and what must be seen.

NEVER — Yes we will come today. / No, impossible.

WHY — You do not dispatch crews. You qualify and escalate.

023 · s023

Caller: "I need it done by Friday. There is a funeral / wedding."

SAY — I hear the date. I will mark this as time-bound to Friday and the team will say what is actually possible — I will not promise the finish on this call.

NEVER — No problem, we will finish.

WHY — Ceremonial deadlines are real. False hope is worse than a clear no from the principal.

024 · s024

Caller: "How did I even get this number? Anyway..."

SAY — You have reached [Brand]. I am listening. Please, your name and how we may help.

NEVER — Maybe Google. Maybe a signboard. We buy ads.

WHY — If they later say how they found you, log it. Do not guess marketing.

144 · s144

Caller: "Landmark? I am in Accra."

SAY — Accra is wide. Please, the area — East Legon, Spintex, Dansoman — and a landmark: mall, church, filling station, school.

NEVER — Accra is fine, we will find you.

WHY — Without a landmark the crew is lost and you look amateur.

189 · s189

Caller: "(Call ends cleanly.)"

SAY — File in Walada Command Centre within two minutes: brand they named, caller, number, place, need, urgency, next step. If it is not in Walada, the call did not happen.

NEVER — I'll remember. / WhatsApp yourself a voice note and go to lunch.

WHY — Walada is the only memory the next desk name can trust.

197 · s197

Caller: "I already told the last girl."

SAY — I will take it completely so nothing is lost. Please, your name, the company you called, and the matter — I am filing it now.

NEVER — Then I cannot help if it is not in my head. / Elisabeth should have written it.

WHY — If it was not in Walada, it did not happen. Recapture without blaming a colleague.

Hold, transfer, hours (16)

025 · s025

Caller: “(You need to check something.)”

SAY — May I place you on a brief hold while I check that?

NEVER — Hold on. (click, 90 seconds of kitchen noise)

WHY — Permission, then silence on your side, then thank you for holding.

026 · s026

Caller: “Are you still there? It has been long.”

SAY — I am here. Thank you for waiting. I am still on it — one more moment, or I can take a number and return you in [time] with an answer.

NEVER — Relax. / Network.

WHY — Offer an exit from hold. Do not make them beg.

027 · s027

Caller: “Transfer me.”

SAY — I can connect you to [role]. May I tell them who is calling and what it concerns? If they are not available I will take the full note and they will return you by [time].

NEVER — Blind transfer into a ringing void, then disappear.

WHY — Warm transfer or a complete message. Never a dump.

028 · s028

Caller: “It is after 6pm / Sunday.”

SAY — The full desk reopens at [hour]. If anyone is unsafe, or there is fire, shock, collapse, or flooding, I will escalate the on-call now. Please, is this an emergency or can it wait until [hour]?

NEVER — We are closed, bye. / I will wake the MD for a quote.

WHY — After-hours is a filter, not a wall and not a free-for-all.

029 · s029

Caller: “Second line is ringing while you are on a call.”

SAY — (To the live caller: continue.) After hang-up, return the missed line within 3 minutes: Good [time], [Brand], this is [Desk]. I am sorry I missed you a moment ago. How may I help you?

NEVER — Click the live caller off. / Juggle both on speaker.

WHY — The greeted caller owns you. The missed one gets a fast, branded return.

030 · s030

Caller: "You missed my call. Why?"

SAY — I am sorry I missed you. You have [Brand]. Please, how may I help you now?

NEVER — I was on the other line for another company. We are busy.

WHY — Apology + brand + help. No operating-model confession.

149 · s149

Caller: "Can you call me back? I am entering a meeting."

SAY — Yes. Please, the number, a window, and a one-line subject so the return is useful. I will read them back.

NEVER — Okay later. (no number, no time)

WHY — A callback without a window is a miss.

158 · s158

Caller: "Have you people closed?"

SAY — I am here and I can take this. How may I help you?

NEVER — Yes we have closed. / I am not supposed to pick this late.

WHY — Mobile desk. Pick as often as possible. No 'we have closed' while the phone is in her hand.

159 · s159

Caller: "(Missed you; you return within three minutes.) Hello?"

SAY — Good [time], this is [Desk]. I am sorry I missed you a moment ago. How may I help you? Then confirm the company if they have not named it.

NEVER — Hello? Who is this? I missed a private number. / Sorry I was on another brand.

WHY — Return fast. Generic, then lock the brand. Never expose the other call.

160 · s160

Caller: "Put me through. (transfer rings out)"

SAY — They are in a meeting — it should be over in about three hours. I can call you back, or you may call this line again. Which would you prefer?

NEVER — They are sleeping / at a funeral / the boy is not around / hold while I guess.

WHY — Locked fail line. Then capture so the return is useful, and file Walada.

161 · s161

Caller: "I don't want a meeting. I want him now."

SAY — I hear you. He is not on this handset. I can take a complete note so he returns you prepared, or I can call you when the meeting is over — about three hours. Which would you prefer?

NEVER — Let me keep ringing until he picks. / He is ignoring you.

WHY — Process, not a hunt. Offer the two paths again.

162 · s162

Caller: "Call me back then."

SAY — I will. Please, this number — I am reading it back — a window after the three hours, and the matter in one sentence so the return is useful.

NEVER — Okay later. (no number, no window, no subject)

WHY — A callback without a window is a miss.

163 · s163

Caller: "I will call again."

SAY — Of course. I have your name and the matter on the [Brand] note, so whoever picks this line next can continue. Thank you for calling [Brand].

NEVER — Fine, goodbye. (empty log)

WHY — They may hit Ama or Elisabeth next. Walada is the memory.

194 · s194

Caller: "Sunday / public holiday. Quote only."

SAY — I can take the details now. The team will act on the next working window unless this is unsafe. Name, number, place, need — then Walada.

NEVER — We don't work Sundays. Click.

WHY — Pick if she can. Filter, not a wall.

195 · s195

Caller: "(Second divert while you are live.)"

SAY — Finish the greeted caller. Let the second miss if you must. Return within three minutes: Good [time], this is [Desk], I am sorry I missed you. Confirm the company. File two Walada rows.

NEVER — Conference. / Drop the live one. / 'Sorry I was on painting'.

WHY — The live caller owns you. The missed one still gets a brand.

199 · s199

Caller: *"Transfer me to accounts. I want to pay now."*

SAY — I can take a complete note for accounts. This desk does not handle money. If I transfer and they are in a meeting, it should be over in about three hours — I can call you back, or you may call this line again.

NEVER — Take the MoMo yourself so they don't wait. / Transfer into a void.

WHY — Process or transfer. Money still never sits on this desk.

Construction general (21)

031 · s031

Caller: *"I want to build a 3-bedroom at Kasoa."*

SAY — I will start a new-build note for Construct GH. Please, your name, number, the exact area and landmark, whether drawings exist, and when you hope to start. A projects lead will call to arrange a site discussion — I will not price a house on the phone.

NEVER — 3-bedroom is 250,000.

WHY — Houses are not SKUs. Capture planning facts.

032 · s032

Caller: *"How much per square metre?"*

SAY — It depends on structure, finishes, and site. I will have the team inspect or review your drawings and send a written rate. Please, location and whether it is structure only or finishes too.

NEVER — In Accra it is X.

WHY — Per-metre gossip destroys later quotations.

033 · s033

Caller: *"Do you do a BOQ?"*

SAY — Yes, I can put you to QS Ledger Associates. Please, are drawings complete, what is the deadline, and who is the client? I will not quote the QS fee on this call.

NEVER — BOQ is free. / BOQ is 2,000.

WHY — Right brand, right capture, no fee.

034 · s034

Caller: *"Can you work from my drawings?"*

SAY — Please, who prepared them — architect or draftsman — and can you send them on WhatsApp or email? The technical desk will review before anyone commits to build.

NEVER — Yes, any drawing is fine.

WHY — Unsigned, incomplete, or copied drawings are a liability.

035 · s035

Caller: "The land is stool land. We have a paper from the chief."

SAY — I will note the location and that you have stool documents. The project team will tell you what they need to see. I cannot confirm title or permit on this call.

NEVER — Stool land is no problem. / That land is fake.

WHY — No legal advice. Capture and pass.

036 · s036

Caller: "I need a building permit."

SAY — Studio Nima can support permit drawings. Please, the city, land size, and whether you already have a concept. Permit approval itself is not ours to guarantee.

NEVER — We will get you the permit. Easy.

WHY — Assemblies approve. You take the architectural path, not a bribe path.

037 · s037

Caller: "Rain is leaking into the bedroom."

SAY — I am sorry. First: is water near any socket or the consumer unit? If yes, keep away from it if you can. I am logging this as urgent with Construct GH. Name, number, exact house and landmark, which room.

NEVER — Put a bucket. Call in the dry season.

WHY — Leak plus electrics is safety. Even without, it is urgent service, not a lecture.

038 · s038

Caller: "There are cracks in the wall."

SAY — I will have Ing. Boateng & Partners or the structures desk review. Please, when you first saw them, are they widening, which floor, and is the house occupied? I will not say the building is safe or unsafe from here.

NEVER — It's just settlement, ignore it. / The house will fall.

WHY — Cracks are engineering, not chat.

039 · s039

Caller: "The boys didn't come. I paid mobilisation."

SAY — I am sorry they were not there. I am logging a no-show against the job. Please, the site, who received the payment if you know, the amount only if you wish, and the promised date. The principal — not the artisan — will return you.

NEVER — Maybe it rained. / Send more money.

WHY — Money plus no-show is a complaint to the principal, never a defence of 'the boys'.

040 · s040

Caller: "How long will it take?"

SAY — Duration follows inspection and a programme. I will have the team give you a written timeline after they see the work. What date are you hoping for?

NEVER — Two weeks. Easy.

WHY — Spoken duration is a promise.

041 · s041

Caller: "Do you give warranty?"

SAY — Warranty is stated on the written quotation or handover pack. I will ask the team to include the defects period when they send terms. I will not invent years on this call.

NEVER — Lifetime. / One year on everything.

WHY — Warranty is a document.

042 · s042

Caller: "Can I pay mobile money?"

SAY — Many clients do. I will have accounts confirm the official [Brand] MoMo name and number in writing. Please do not pay a personal wallet that someone reads to you on site unless accounts has confirmed it.

NEVER — Pay my personal MoMo. / Pay the mason.

WHY — Payment channel fraud is common. Official only.

043 · s043

Caller: "I need a VAT invoice."

SAY — I will note VAT invoice required and pass it to accounts with your company name, TIN if you have it, and the job reference.

NEVER — We don't do VAT. / I will write one.

WHY — You are not accounts. You capture the request.

044 · s044

Caller: "This is extra work. They want more money."

SAY — I will log a variation query. Please, what was original, what is new, and who asked for it. The project lead will speak to you — I will not approve or refuse money on this call.

NEVER — Don't pay them. / Just pay, it's normal.

WHY — Variations are principal territory.

045 · s045

Caller: *"The neighbour is complaining about noise / boundary."*

SAY — I will alert the site lead. Please, the site address and what the neighbour said. We do not fight neighbours on the phone. The team will handle it on the ground.

NEVER — Tell the neighbour to mind their business.

WHY — Boundary and nuisance can become legal. Calm, log, route.

046 · s046

Caller: *"ECG hasn't connected us."*

SAY — We are not ECG and I cannot restore national supply. If you need a generator, solar, or a wiring-readiness check, I can start that with the energy or electrical brand. Which do you want?

NEVER — I will call ECG for you and they will come today.

WHY — Utility vs. our brands. Clear boundary.

047 · s047

Caller: *"I need a site visit."*

SAY — Please, name, number, area, landmark, what they should look at, and two windows that work for you. I will have the duty lead confirm the appointment — I will not invent a 2pm today.

NEVER — Tomorrow 10am, they will be there.

WHY — You book requests. The brand confirms diaries.

048 · s048

Caller: *"Do you work in Tamale / Takoradi / Kumasi?"*

SAY — I will check coverage for that city with the brand and return you. Please, the area inside the city and the type of work.

NEVER — We work everywhere in Ghana. / We never leave Accra.

WHY — Coverage is a fact you verify.

049 · s049

Caller: *"I saw your signboard at Spintex."*

SAY — Thank you. I will note signboard / Spintex as the source. How may I help you?

NEVER — Which signboard, we have many companies.

WHY — Source is gold for the brand. Do not confuse them with the roster.

050 · s050

Caller: "Who is the project manager?"

SAY — I will have the named PM or the projects desk return you. Please, the site or job name if you have it.

NEVER — It's Kwame. Here's his WhatsApp.

WHY — Names go out only if the brand card lists a public PM. Default is a return call.

147 · s147

Caller: "Snagging / defects period / retention."

SAY — I will log a defects or retention query with the job name. The PM or principal will speak to the list. I will not release retention or argue percentages.

NEVER — Retention is 5%, I release it.

WHY — Contract mechanics are not receptionist mechanics.

Trades & finishes (25)

051 · s051

Caller: "I want a painting quote for a 4-bedroom."

SAY — City Painting Ghana can inspect. Please, interior or exterior or both, occupied or empty, storeys, and area. They will send a written quote after they see the walls — I will not price rooms from here.

NEVER — 4-bedroom is 4,000.

WHY — Paint hides defects; they must see.

052 · s052

Caller: "Porcelain or ceramic? SPC? Terrazzo?"

SAY — I will note your preference and the rooms. The flooring lead will advise after seeing the slab and wet rooms. I will not pick a product as if I were the installer.

NEVER — Porcelain is always better. SPC is cheap.

WHY — Product advice without a slab is amateur.

053 · s053

Caller: "I want POP with lights."

SAY — Skyline POP can design that. Please, which rooms, and is the electrician already on site? Cove lighting needs the electrical brand coordinated — I will flag both if needed, without listing a menu of companies.

NEVER — POP will hide your leaking roof.

WHY — Do not cover water with gypsum.

054 · s054

Caller: *"I want longspan, stone colour, for a new roof."*

SAY — Construct GH can inspect a roofing matter. Please, building size or number of sheets if known, storeys, and whether structure is ready. They will measure. I will not sell sheets off the phone as a final qty.

NEVER — You need 80 sheets.

WHY — Qty without measure is waste or shortage.

055 · s055

Caller: *"The AC is not cooling."*

SAY — Solar AC Ghana. Please, how many units, how long, any ice on the pipes, and the area. I will log a service visit. I will not tell you to add gas as the fix.

NEVER — Just add gas. / Open the outdoor unit.

WHY — Gas is not a diagnosis.

056 · s056

Caller: *"I need 3-phase wiring for a shop."*

SAY — Electricals Ghana. Please, shop location, what machines you will run, and whether ECG is already on site. A burning smell or shock is an emergency — is anything hot or tripping now?

NEVER — 3-phase is easy. Buy a bigger cable.

WHY — Load and safety, then a visit.

057 · s057

Caller: *"There is a leak under the sink / in the ceiling."*

SAY — Plumbers Ghana. If the ceiling is wet near lights, keep clear. Please, can you shut a local valve safely? Name, number, landmark. I am logging urgent plumbing.

NEVER — Hit it with a hammer. / It is only a small leak.

WHY — Water plus ceiling electrics is P1.

058 · s058

Caller: *"I want aluminium sliding for the hall."*

SAY — AluGlas. They must measure. Please, approximate opening, floor, and whether you want security glass. I will not confirm a catalogue price as final.

NEVER — Standard size, 3,500.

WHY — Openings are never standard until measured.

059 · s059

Caller: "Kitchen cabinets, plus granite."

SAY — I will start Cabinet House and note stone for Marble Coast if both are needed. Please, kitchen size if known, and a site measure window. Photos help but are not a template.

NEVER — From the photo it is 8,000.

WHY — Joinery plus stone needs a template visit.

060 · s060

Caller: "I want a borehole at my house in Adenta."

SAY — BoreSure. Please, the exact area, whether a rig can enter, and if you have existing wells nearby. I will not promise sweet water or a depth.

NEVER — In Adenta you will hit water at 40 metres.

WHY — Yield is a field fact.

061 · s061

Caller: "Interlock for the compound, cars will park."

SAY — Interlock Pavements. Please, approximate m², slope, and how water leaves the yard. They will look at drainage — I will not skip that.

NEVER — Just lay on the sand, it will be fine.

WHY — Parking plus rain without drainage fails.

062 · s062

Caller: "Fence and electric gate."

SAY — Palisade & Gate Works. Please, boundary length if known, swing or slide, and whether power is at the gate. I will not get into a land-dispute. Is the boundary agreed?

NEVER — We will put it on the neighbour's side.

WHY — Boundary is not yours to move.

063 · s063

Caller: "Bathroom is leaking to the floor below."

SAY — Facade Ghana or Plumbers Ghana may both be needed depending on the source. I will log waterproofing + plumbing urgent. Please, which floor, is anyone's plaster falling, electrics wet?

NEVER — Re-tile and it will stop.

WHY — Inter-floor leaks are structural courtesy and safety.

064 · s064

Caller: "I need a generator for the house."

SAY — PowerHouse Generators. Please, what must stay on during outage — lights, AC, fridge, shop machines — and whether you already have a changeover. I will not pick kVA on a guess.

NEVER — Buy 5kVA, it's enough.

WHY — Load is measured, not guessed.

065 · s065

Caller: "Can you landscape before the naming ceremony?"

SAY — Grove & Garden. I will mark the ceremony date. They will say what is possible. Please, the date, water on site, and whether you want lawn, plants, or both.

NEVER — It will look like Aburi by Saturday.

WHY — Living plants plus a date is honest-scope territory.

066 · s066

Caller: "We want a small pool."

SAY — Azure Pools. Please, plot size, indoor or outdoor, and the decision-maker. I will not promise a party date.

NEVER — Small pool is 30,000, two weeks.

WHY — Pools are engineering plus water plus power.

067 · s067

Caller: "Fire certificate is due. GNFS is coming."

SAY — FlameGuard. Please, the occupancy type, last service date if you have it, and the inspection date. I will not backdate a service or promise a certificate.

NEVER — We will print the certificate.

WHY — GNFS is not you. Servicing is.

068 · s068

Caller: "I need scaffold for a first-floor paint job."

SAY — Apex Scaffold Hire. Please, height, how many days, and who is competent on site. I will not say 'no need for ties'.

NEVER — Just use ladders, cheaper.

WHY — You do not downgrade safety to win a job.

069 · s069

Caller: "Excavator for one day, Community 25."

SAY — PlantYard. Please, the work (foundation, drain, demolition), hours, and whether an operator is required. I will check availability — I will not say the machine is already on the Spintex road.

NEVER — It's coming in 10 minutes.

WHY — Plant ETAs are checked, not performed.

070 · s070

Caller: "I need an architect. I have land in Tema."

SAY — Studio Nima Architecture. Please, plot size if known, residential or commercial, and whether any sketch exists. Permit is not guaranteed.

NEVER — We will design tonight and build next week.

WHY — Design is a process.

071 · s071

Caller: "Interior decoration for a new flat, East Legon."

SAY — Studio Kente Interiors. Please, rooms, empty or occupied, and whether you have a style in mind. They will not copy a Pinterest board as a fixed price on this call.

NEVER — Full house 20,000.

WHY — Decor is scoped on site.

072 · s072

Caller: "Epoxy for a 4-car garage."

SAY — Epoxy Floor Systems. Please, m² if known, oil stains, and when you need to drive on it. I will not say 'drive tonight'.

NEVER — It dries in two hours, always.

WHY — Prep and cure are technical.

073 · s073

Caller: "We need the old boys' quarters demolished."

SAY — ClearSite Demolition. Please, structure type, shared walls, live services, and truck access. I will not say they will knock it today.

NEVER — Just hit it, it's small.

WHY — Services and neighbours first.

074 · s074

Caller: "CCTV for the house and a gate camera."

SAY — Sentinel CCTV. Please, property type, how many doors, internet quality, and whether you need playback remotely. I will not claim the police watch it live.

NEVER — Face recognition will catch the thief in court.

WHY — No forensic or police promises.

075 · s075

Caller: "Smart lights and the gate on my phone."

SAY — NestSmart. Please, new build or retrofit, and how the internet is at the house. I will not promise any cheap lock will work.

NEVER — We will use your neighbour's Wi-Fi.

WHY — Security and networks are not casual.

Sales & money (17)

076 · s076

Caller: "Send your company profile and a proposal."

SAY — Gladly. Please, your name, company, email or WhatsApp, and what the proposal should cover. I will have sales send a pack — I will not price the proposal now.

NEVER — I will WhatsApp our profile from my personal phone right now (unless that is the official channel).

WHY — Official channel, complete brief.

077 · s077

Caller: "We have a tender. Deadline is 3pm."

SAY — I am logging this as time-bound. Please, the issuing body, submission format, and a number that can receive a call in the next hour. I cannot complete a tender on this call.

NEVER — We will submit, don't worry.

WHY — P2 sales. Capture, escalate, do not fill forms by voice.

078 · s078

Caller: "What discount can you give me?"

SAY — Discount sits on the written quote. I will note that you are asking for a commercial discussion. The sales lead will speak to you.

NEVER — I can give you 10%.

WHY — You have no discount authority.

079 · s079

Caller: "My budget is 20,000. Can you do it?"

SAY — I will note a budget of 20,000 as a planning figure, not as a contract. The team will say what that budget can cover after they see the work.

NEVER — Yes, 20k is enough. / That's too small, we don't want you.

WHY — Budgets are notes, not verdicts.

080 · s080

Caller: "Can you beat this other quote? I will send a photo."

SAY — You may send it. We will inspect and send our own written figure. I will not price-match a photo on this call.

NEVER — We will beat it by 5%.

WHY — A photo is not a specification.

081 · s081

Caller: "I need it cheaper. The other people are less."

SAY — I understand cost matters. I will ask sales to review scope against price — cheaper often means a different spec. They will be honest with you.

NEVER — Those people are thieves. We are quality.

WHY — Never trash a competitor. Never collapse spec in panic.

082 · s082

Caller: "Are you free for a meeting tomorrow?"

SAY — I will request a meeting. Please, two time windows, location or Zoom, and the agenda in one line. Diaries are confirmed by the principal, not by me on the spot.

NEVER — Yes, 10am, they will be there.

WHY — You request. They confirm.

083 · s083

Caller: "Who are the directors? Are you Chinese owned?"

SAY — I will have the principal speak to you about the company. How may we help with the work today?

NEVER — Improvised ownership stories. / 'We are local' as a political speech.

WHY — Ownership is briefed, not invented.

084 · s084

Caller: *"Do you have a website?"*

SAY — I will send the official link the brand has given the desk. If none is on the card, I will have them share it when they return your call.

NEVER — Google us. / Here is my Facebook.

WHY — Only official properties.

085 · s085

Caller: *"I want to open an account / credit terms."*

SAY — I will pass this to accounts with your company name, and they will send the requirements. I cannot open credit on the phone.

NEVER — Take the goods, pay later, I know you.

WHY — Credit is accounts.

146 · s146

Caller: *"Can I pay cash to the mason on site?"*

SAY — Please wait for the official payment instruction from [Brand] accounts. I will not authorise cash to a person on site from this desk.

NEVER — Yes, give it to him, he will bring it.

WHY — Site cash is how money vanishes.

168 · s168

Caller: *"How much? Just say a figure."*

SAY — I do not handle prices or payments on this desk. I will capture the job so the team can send a written figure after they have seen what is needed.

NEVER — Around 4,000. / Let me guess so you don't hang up.

WHY — This desk does not handle money. Spoken prices become contracts.

169 · s169

Caller: *"Send the MoMo. What number do I pay?"*

SAY — I do not handle payments on this desk. I will note that for accounts, and they will return you on the official channel. Please do not pay a personal wallet from this call.

NEVER — Pay 024... / Pay the mason / Pay me.

WHY — Nothing to do with money. Not MoMo, not cash, not refunds.

170 · s170

Caller: "The mason said I should pay him cash on site."

SAY — Please wait for the official payment instruction from [Brand] accounts. I will not authorise cash to a person on site from this desk. I will flag this for the principal.

NEVER — Yes, give it to him, he will bring it.

WHY — Site cash is how money vanishes. She has nothing to do with money.

171 · s171

Caller: "Refund me. Now. On this call."

SAY — I do not process refunds on this desk. I will take the facts — amount you were told, channel, date, name on the receipt — and accounts will return you on the official channel.

NEVER — I will reverse it. / I will send it from my phone.

WHY — Refunds are accounts. The desk captures; it does not pay.

172 · s172

Caller: "What is your account number / which bank?"

SAY — I do not give bank or wallet details on an inbound call. Accounts will issue the official channel in writing.

NEVER — Read a bank account from a sticker on the desk.

WHY — Inbound requests for account numbers are how tills empty.

173 · s173

Caller: "Can I pay cash when I reach Awoshie-Anyaa?"

SAY — I will note that you prefer cash at the main office. Accounts will confirm whether that brand accepts it, and who may receive it. I will not say yes on this call.

NEVER — Yes, bring cash, give it to whoever is at the gate.

WHY — Even at the office, this desk does not handle money.

Energy (7)

086 · s086

Caller: "ECG has taken light. Restore it."

SAY — We are not ECG and I cannot restore national supply. If you need backup — generator, solar, inverter — I can start that with Electricals Ghana or Solar AC Ghana. Which site is it?

NEVER — I will call ECG. Lights will come.

WHY — Utility boundary, then a useful fork.

087 · s087

Caller: *"I want solar for my shop on Oxford Street."*

SAY — Solar AC Ghana. Please, shop name, what must stay on, and a sense of monthly units if you have a bill. A survey comes before any panel count or price.

NEVER — Eight panels, 40,000, you will never pay ECG.

WHY — Survey first. No 'never pay ECG' as a fact.

088 · s088

Caller: *"The inverter is beeping. Shop is dark."*

SAY — I am logging this as urgent power. Please, any burning smell or hot battery? If yes, keep clear and I escalate now. If not, name, number, landmark, how long it has been down.

NEVER — Open the battery cabinet and tighten.

WHY — Batteries and heat are safety.

089 · s089

Caller: *"We need fuel logistics for a site generator."*

SAY — Gulfstream Petroleum Services. Please, company, site, and what you need. I will not treat this line as a filling station and I will not discuss licences I cannot verify.

NEVER — Come with 200 litres now, cash.

WHY — Industrial enquiry, not a pump.

090 · s090

Caller: *"Our community wants a minigrid."*

SAY — MiniGrid Partners. Please, the community or campus, region, who is calling (assembly, NGO, chief's office, private), and existing diesel. This is a feasibility path, not free power.

NEVER — We will light the village next month, free.

WHY — Do not play government.

091 · s091

Caller: *"Can you do a power audit?"*

SAY — Electricals Ghana Energy. Please, facility type, location, and what problem you are seeing — bills, trips, heat. I will not diagnose the board on the phone.

NEVER — Your bill is wrong, ECG is cheating you.

WHY — No conspiracy, no board-opening.

092 · s092

Caller: "Wiring upgrade, we keep tripping."

SAY — That may be Electricals Ghana or Electricals Ghana depending on scale. Please, house or factory, how often it trips, and any burning smell. Smell = emergency.

NEVER — Put a bigger fuse.

WHY — Tripping is a symptom. Bigger fuse is how fires start.

Telecom (7)

093 · s093

Caller: "Fibre is down since 6am. My shop is dead."

SAY — Solar AC Ghana. I am logging an outage from 6am. Please, account or site name, address, ONT light colours if you can see them, and a number on site. I will not give a fake 10-minute ETA.

NEVER — Technician is at the pole already. / Hit the box.

WHY — Timestamp, lights, ticket language.

094 · s094

Caller: "I want fibre at home, East Legon."

SAY — Solar AC Ghana new install. Please, name, house location and landmark, and whether it is a house or apartment. Coverage is confirmed by the team, not by me guessing the street.

NEVER — East Legon is fully covered.

WHY — Coverage is a check.

095 · s095

Caller: "We need PABX and an IVR for the office."

SAY — CloudPABX Ghana. Please, how many extensions, existing numbers, and office location. I am not the NCA and I will not promise numbers without their process.

NEVER — I will give you a golden number now.

WHY — Numbering is regulated.

096 · s096

Caller: "There is a mast on my land. I want it moved. The noise / I am afraid."

SAY — MastCare. I will take the site details and the landlord concern to field operations. I will not promise the mast will move, and I will not make medical claims about radiation either way.

NEVER — It is harmless. / It will give you cancer.

WHY — Landlord process, no medical advice.

097 · s097

Caller: “Are you MTN? Vodafone? Telecel?”

SAY — You have reached [Brand]. We are not that network. I can still help if this is a [Brand] service. What were you trying to do?

NEVER — Yes, MTN, hold on.

WHY — Never impersonate a network.

098 · s098

Caller: “Internet is slow, not down.”

SAY — I will log a performance ticket. Please, when it is worst, wired or Wi-Fi, and whether a speed test was done. I will not treat a Wi-Fi complaint as a backbone fact.

NEVER — Your Wi-Fi is rubbish, buy a new router from me personally.

WHY — Separate Wi-Fi from the link.

099 · s099

Caller: “Structured cabling for a new office, 24 desks.”

SAY — PulseCom or CloudPABX depending on data vs voice — I will start PulseCom for cabling. Please, location, floor, and go-live date. I will not count points as a final BOQ on the phone.

NEVER — 24 desks is 24 cables, 4,000 cedis.

WHY — A floor walk prices cabling.

Kronix & house (14)

100 · s100

Caller: “What does Kronix do?”

SAY — You have reached Kronix. Kronix is a specialised group. Please, which company — Agric, Energy, Telecom, Metals, or another Kronix brand? I will then take the request for that company.

NEVER — We do everything. Software, crypto, construction... / All Kronix companies are the same.

WHY — Kronix is a cluster of .com companies. Confirm which one. Do not invent a product list.

101 · s101

Caller: “I have a meeting with Kronix at 2.”

SAY — I will alert the Kronix desk. Please, your full name, company, and whether 2 is on site or a call. I will confirm they have you on the diary — I will not invent a meeting that is not there.

NEVER — Yes, they are waiting. Come.

WHY — Diaries are checked.

102 · s102

Caller: "Partnership / investment / I have a proposal."

SAY — I will take this to the Kronix principal. Please, company, role, one-sentence intent, and a document channel. I cannot discuss terms, equity, or fees.

NEVER — Send it to my WhatsApp, I will look.

WHY — Partnerships are principal-only.

103 · s103

Caller: "Invoice / PO / your accounts have not paid."

SAY — I am logging an accounts query for Kronix. Please, invoice number, amount, and your accounts contact. I will not admit or dispute the debt.

NEVER — We will pay tomorrow. / We don't owe you.

WHY — Money language is accounts'.

104 · s104

Caller: "Is Kronix the same as Pro Answer? The same people?"

SAY — You have reached Kronix. How may I help you with Kronix today?

NEVER — Yes we are all one big call centre.

WHY — Each brand is whole. Do not merge them for the caller.

105 · s105

Caller: "I want Pro Answer to pick for my company too."

SAY — Good [time], Pro Answer Ghana. Please, company name, decision-maker, rough call volume, and hours you need coverage. Operations will return you. I will not put you live today from this call.

NEVER — Yes, give me your numbers, we start now.

WHY — House line is the only time you sell the desk.

175 · s175

Caller: "Kronix. (only that)"

SAY — You have reached Kronix. Please, which company — Kronix Agric, Kronix Energy, Kronix Telecom, Kronix Metals, or another Kronix brand?

NEVER — Kronix Energy, how may I help? (guessing) / We do a bit of everything.

WHY — Kronix is a cluster. Confirm which .com company.

176 · s176

Caller: "Kronix Agric. Farm systems, Ashanti."

SAY — You have reached Kronix Agric. This is [Desk]. Please, your name, the farm type, the region, and what you need. I will have the Kronix Agric desk return you. I will not quote a yield or a price.

NEVER — Yes we also do energy and telecom, same people.

WHY — Lock Kronix Agric. Do not merge the cluster.

177 · s177

Caller: "Kronix Energy — ECG has taken light."

SAY — You have reached Kronix Energy. We are not ECG and I cannot restore national supply. Please, the site and what you need from Kronix Energy — generator, solar, commercial power — and I will have that desk return you.

NEVER — We will restore ECG by 2pm. / We are the same as the solar brand on Line 6.

WHY — Kronix Energy is not ECG. It is not the other energy brands unless they named those.

178 · s178

Caller: "Kronix Telecom. Are you MTN?"

SAY — You have reached Kronix Telecom. We are not MTN. Please, the location and whether this is connectivity, an outage, or a new enquiry. I will take it for Kronix Telecom.

NEVER — Yes MTN. / Same as Solar AC Ghana.

WHY — Kronix Telecom is its own company. Not a network operator.

179 · s179

Caller: "Kronix Metals. I need supply."

SAY — You have reached Kronix Metals. Please, your company, what metal or related supply, quantity if you have it, and the site. I will not quote a tonne price on this call.

NEVER — Steel is 8,000 a tonne. / We are Welders Ghana Steel, same thing.

WHY — Kronix Metals is not Welders Ghana. No spoken commodity price.

180 · s180

Caller: "Is Kronix Agric the same as Kronix Energy? Same owners?"

SAY — They are separate Kronix companies. I will take the one you need today. Which should I log — Agric or Energy?

NEVER — Yes, all Kronix is one. / Let me explain the holding structure.

WHY — Do not merge. Do not lecture on ownership.

181 · s181

Caller: "I saw kronixenergy.com / kronixagric.com."

SAY — You have reached that Kronix company. This is [Desk]. How may I help you?

NEVER — All those websites come here, it is a call centre.

WHY — A .com they name is a brand lock.

182 · s182

Caller: "Kronix Logistics — is that Construction Hub?"

SAY — You have reached Kronix Logistics. I will take the movement enquiry for Kronix Logistics. Please, from, to, load type, and when.

NEVER — Yes, same as the hub. / Let me switch you to Construction Hub while naming both.

WHY — Internal route if needed, without a roster dump.

Complaint & heat (10)

106 · s106

Caller: "This is rubbish. Your work is shoddy."

SAY — I am sorry the work has not met what you expected. I am taking this to the principal, not to the artisan. Please, the site, what you are seeing, and photos on WhatsApp if you can. Someone with authority will return you by [time].

NEVER — Calm down. It is not my fault. The boys tried.

WHY — Do not defend. Do not admit legal liability. Capture and escalate up.

107 · s107

Caller: "I will go to the police / I will post on Facebook."

SAY — I hear you. The fastest way to put a human on this is the note I am taking now. Please, the facts and the number to return. I will not argue about police or Facebook.

NEVER — Go ahead and post. / You cannot go to the police.

WHY — Do not dare them. Do not forbid them. Work the process.

108 · s108

Caller: "Your man collected money and vanished."

SAY — I am treating this as a serious complaint. Please, name of the person if you have it, amount, date, how you paid, and any receipt or MoMo name. The principal will return you. Do not send more money to anyone from this call.

NEVER — It wasn't us. / Pay again and they will come.

WHY — Facts, freeze further payment, principal only.

109 · s109

Caller: "I want a refund."

SAY — I will log a refund request with the facts of the job and payment. Accounts and the principal decide. I cannot issue or refuse a refund on this call.

NEVER — No refunds. / Yes, I will reverse the MoMo.

WHY — No cashier authority.

110 · s110

Caller: "Don't tell me to calm down."

SAY — I will not. I am here to take the facts and get a decision-maker on it. Please, what happened, from the beginning.

NEVER — Calm down. Madam. Relax. It's not that serious.

WHY — Naming their anger inflames it. Process cools it.

111 · s111

Caller: "You people are thieves."

SAY — I am sorry this has been your experience. I will take the payment and work facts to the principal. I will stay on the work. If the language stays like this I may need to continue in writing so nothing is missed.

NEVER — Don't insult me. I will hang up. (first move)

WHY — One boundary, still offer a path. Then end if it is only abuse.

112 · s112

Caller: "Put the boss on now or else."

SAY — The principal is not on this handset. I can take a complete note and they will return you. That is the fastest path. What number, and what must they know in one sentence?

NEVER — Or else what? / Here, speak to my manager (when there is no manager).

WHY — You cannot produce a MD. You can produce a process.

113 · s113

Caller: "I am recording this call."

SAY — Understood. I will take the details carefully. Please, your name and the matter.

NEVER — You can't record me. / Then I hang up.

WHY — Exact language. No fight.

114 · s114

Caller: "Nobody called me back. I called three times."

SAY — I am sorry we missed the return. I have this call now. I will mark it as a failed callback and send it with priority. Please, the number that should ring, and the original request.

NEVER — I don't see your name. Are you sure you called?

WHY — Do not gaslight. Repair.

115 · s115

Caller: "You gave me the wrong information yesterday."

SAY — I am sorry. Please, what you were told, and what is correct from your side. I will put the correction on the log and the right person will confirm in writing.

NEVER — I never said that. You heard wrong.

WHY — Argue with a log, not with a memory.

Emergency (8)

116 · s116

Caller: "There is a fire on site."

SAY — If it is safe, leave the building. Call 192 / the fire service if you have not. Is everyone out? I am alerting [Brand] and Ghana Expert Builders now. Address and landmark, please.

NEVER — Throw water on the electrical fire. / Wait for our boy.

WHY — Life, public emergency number, then us.

117 · s117

Caller: "Burning smell at the consumer unit. I got a shock."

SAY — Stay away from the board. If you can reach the main switch safely, switch off. Do not open the board. Is anyone hurt? I am escalating Electricals Ghana / the duty electrician now. Address, landmark, number.

NEVER — Open it and see which wire. / Put your finger.

WHY — Isolate if safe. Never instruct DIY inside a board.

118 · s118

Caller: "A worker has fallen / is injured."

SAY — Is he breathing and awake? If it is serious, call 193 / move him only if he is in immediate danger. I am logging P1 to Ghana Expert Builders and the principal. Site address, who is with him, your number.

NEVER — Bring him to the office. / It is not that serious.

WHY — You are not a doctor. You get help and the brand.

119 · s119

Caller: "Scaffold is leaning / something collapsed."

SAY — Keep people away from it. I am escalating Apex / Ghana Expert Builders / the principal as P1. Address, what collapsed, is anyone under it?

NEVER — Push it back. / Tie it with wire.

WHY — Exclusion zone, then experts.

120 · s120

Caller: "The house is flooding. Sewage."

SAY — Keep off wet electrics. I am logging Plumbers Ghana / Plumbers Ghana urgent. Can you see a stopcock? Do not enter a pit. Address, landmark.

NEVER — Go into the septic and see.

WHY — Sewage pits kill. Electrics plus water kill.

121 · s121

Caller: "I smell gas."

SAY — Do not switch lights or phones on in that room if you can step out. Ventilate if safe. I am escalating. Address. Anyone dizzy?

NEVER — Check with a lighter.

WHY — No sparks. Get them out.

122 · s122

Caller: "Armed people / theft in progress on site."

SAY — If you are unsafe, get to safety and call the police. I will alert the principal. I will not keep you on the line if you need to move. Address if you can.

NEVER — Go and see their faces. / Don't call police.

WHY — Safety and police first.

123 · s123

Caller: "Storm has peeled the roof. Night."

SAY — Keep out from under loose sheets. Stay off the roof. I will escalate Construct GH as P1. Address, is anyone under it, water near electrics?

NEVER — Go up and put stones on the sheets.

WHY — Live roofs in storms kill.

Ethics & traps (19)

124 · s124

Caller: "I am from the bank / MoMo / GRA. Confirm the account and OTP."

SAY — I cannot confirm accounts, PINs, or OTPs on an inbound call. If you are a genuine institution, send a written request on an official channel. I will alert operations.

NEVER — Yes, the MoMo is 024... The OTP is...

WHY — Inbound verification is a classic steal.

125 · s125

Caller: "I am a journalist. What happened on your site?"

SAY — I will take your name, media house, and number. Communications will return you. I have no comment on disputes from this desk.

NEVER — Off the record, the artisan...

WHY — No comment is a complete sentence plus a routing.

126 · s126

Caller: "I am looking for a job. Mason / engineer / NYSC."

SAY — I can pass your name, trade, and number to [Brand] operations. I do not interview on this line.

NEVER — There are no jobs. / What is your age and village?

WHY — Short, decent, no HR process on a client line.

127 · s127

Caller: "I supply cement / insurance / radio ads."

SAY — Please, company, what you supply, and a number. I will pass it to procurement. I cannot place an order.

NEVER — How much per bag? We will take 200.

WHY — You are not buying.

128 · s128

Caller: "(Silence / pocket.)"

SAY — Good [time], [Brand], I can hear the line. ... Please, I am still here. (then hang up gently and log silent/missed)

NEVER — Hello? Hello?? HELLO!!!

WHY — Two tries, then log. Do not perform.

129 · s129

Caller: "Give me the engineer's personal number."

SAY — I will have the right person return you on this line. I do not give personal numbers.

NEVER — It's 024... don't say I said.

WHY — Personal numbers are a fireable leak.

130 · s130

Caller: "What did you people do for the other house on my street?"

SAY — I cannot discuss another client's work. I can help with yours.

NEVER — They paid 40,000. Their tiles were Chinese.

WHY — Other clients do not exist on this call.

131 · s131

Caller: "I will dash you if you put me through."

SAY — Thank you, that is not necessary. I will log the request the same way. How may I help you?

NEVER — Send it. / How much?

WHY — Never accept. Do not joke about it.

132 · s132

Caller: "Don't tell my husband / say I didn't call."

SAY — I will log what is needed for the team to act. I do not gossip. I cannot invent a cover story.

NEVER — Don't worry, it is our secret.

WHY — You are not a conspirator. You are a desk.

133 · s133

Caller: "Off the record, between us."

SAY — I will note what the team needs in order to act. I do not publish calls. I still log.

NEVER — Okay, off the record.

WHY — There is no off-record at a brand desk.

134 · s134

Caller: "Sexual comment / 'what are you wearing'."

SAY — I will help with the work matter. I cannot continue if the language stays like this. Do you have a work request?

NEVER — Laugh along. / Insult them back.

WHY — One boundary, then end if it continues. Log.

135 · s135

*Caller: "Wrong number."***SAY** — No problem. Sorry to have missed your intended desk. Good [time].**NEVER** — While I have you, we also do painting, solar...**WHY** — Do not hunt a stranger.

145 · s145

*Caller: "Police / NADMO on the line."***SAY** — I will take the officer's name, station, and what they need, and the principal will return. I do not volunteer client files on a cold call. If it is an active emergency on a site, I escalate P1.**NEVER** — Here is everybody's ID and the cash collected.**WHY** — Cooperate without leaking. Principals handle officialdom.

150 · s150

*Caller: "Threats of violence toward staff or you."***SAY** — I will end this call if it is only a threat. If there is a work matter I can still take it in one sentence. I will log the words and alert operations. I will not argue.**NEVER** — Come and see me. / I also know people.**WHY** — Safety, log verbatim, no duel.

174 · s174

*Caller: "I will dash you if you put me through."***SAY** — Thank you, that is not necessary. I will log the request the same way. How may I help with the work?**NEVER** — Accept. Joke. Give a personal MoMo.**WHY** — Never accept. Do not joke. Elite desks are not for sale.

188 · s188

*Caller: "Are you typing? I can hear the keys. Is this a call centre?"***SAY** — You have reached [Brand]. I am taking your details so the right person acts. How may I help you?**NEVER** — Yes I am in Walada. / Shared CRM. / Call centre in Awoshie.**WHY** — Never say the CRM name to the caller. You are the brand.

190 · s190

*Caller: "Don't write this. Off the record."***SAY** — I will note what is needed for the team to act. I do not publish calls. I still file Walada.**NEVER** — Okay I won't write it. (and then truly don't)**WHY** — Unlogged work does not happen. You do not advertise the CRM.

193 · s193

*Caller: "This is a no-nonsense company, yes?"***SAY** — You have reached [Brand]. I will take this exactly and see that the right person acts. How may I help you?**NEVER** — We try our best, God willing, small small.**WHY** — The feel is special, professional, no-nonsense — whichever brand they dialled.

200 · s200

*Caller: "Just be a human. Relax the professional thing."***SAY** — I am with you. I will still take this carefully so the team can act. Please, how may [Brand] help you?**NEVER** — Drop titles, add chale, invent a price to bond.**WHY** — Special and no-nonsense is the product. Warmth is not slang.

Language, diaspora, culture (13)

136 · s136

*Caller: "Speaks Twi / Ga / Ewe, little English."***SAY** — If you can follow professionally, continue with respect — titles, no slang. If you cannot, say: Please, is there someone who can help in English, or may I take a number and have a colleague return you? Do not fake fluency.**NEVER** — Chale, talk, I dey hear. / Speak English, this is a serious office.**WHY** — Warmth without slang. No humiliation.

137 · s137

*Caller: "Good afternoon — it is 11:50 / 16:10."***SAY** — Use morning before 12, afternoon 12–16, evening after 16. If they greet first with the other, you may match their greeting once, then continue.**NEVER** — Good morning at 5pm. / Hello at any hour as the full greeting.**WHY** — Time of day is the first professionalism test.

138 · s138

Caller: "This is Nana / Togbe / Nii / Madam the elder."

SAY — Use the title they give, every time. Nana, thank you. How may we help you?

NEVER — Hi Nana, my friend. / First name a chief.

WHY — Titles are not optional in Ghana business.

139 · s139

Caller: "Ing. Mensah calling. BOQ review."

SAY — Good [time], [Brand], this is [Desk]. Ing. Mensah, please, may I have the company and the deadline? I will have the QS / engineering desk return you.

NEVER — Mensah, what do you want?

WHY — Professional designations stay on.

140 · s140

Caller: "I am in Toronto, it is 6am my time."

SAY — Thank you for the time check. I will note your time zone and only promise callbacks in a window that works for you. WhatsApp summary after the call if you want it.

NEVER — Why are you calling at a bad time then?

WHY — Diaspora is a client class, not a nuisance.

141 · s141

Caller: "Please I am coming. (meaning they will visit)"

SAY — Please, may I book you properly so someone can receive you? Which day, and what is the visit for? I will confirm the correct yard — do not give an address you have not verified.

NEVER — Come now, we are here. (unknown yard)

WHY — 'I am coming' is not a booking.

142 · s142

Caller: "The boy will come. Small small."

SAY — I will translate that into a professional log: a technician visit is expected, timing unclear. I will still get a name and a time window from our side — I will not repeat 'the boy' to a client.

NEVER — Yes, the boy will come, small small.

WHY — You do not echo street language on a brand line.

143 · s143

*Caller: "Thank you. (end of call)"***SAY** — You are welcome. [Next step] by [time]. Thank you for calling [Brand].**NEVER** — Mm. / Okay bye. / No problem, chale.**WHY** — Close with trajectory. Always.

183 · s183

*Caller: "Bonjour, j'appelle pour un devis."***SAY** — Bonjour, [Brand], ici [Desk], comment puis-je vous aider ? Then capture in French if you are elite in it. No prices. No 'ouais'.**NEVER** — Allo? / Ouais, c'est combien ?**WHY** — International French. Elite register. Money still forbidden.

184 · s184

*Caller: "Maakye, mɛɛ sɛ mekasa kyɛɛ obi."***SAY** — Maakye, [Brand], me din de [Desk]. Ɛyɛ dɛn na metumi aboa wo? Court Twi. Then capture. If your Twi is not elite, stay in English and remain warm.**NEVER** — Chale, talk, I dey hear. / Wai, small small.**WHY** — Court Twi, not street Twi. No chale, paa, wai.

185 · s185

*Caller: "N̄di. Nye me dɔwɔ."***SAY** — If your Ewe is elite: N̄di, [Brand], nye ɲkɔɛ nye [Desk]. Aleke mate ɲu akpe dɛ ɲuwò? If it is not: Please, I will take this carefully in English — how may I help you?**NEVER** — Fake a greeting you cannot continue. / Market slang.**WHY** — Formal Ewe only at elite fluency. Otherwise English, still warm.

186 · s186

*Caller: "They switch to street Twi mid-call: chale, paa, the boy go come."***SAY** — Stay in court Twi or return to high-register English. Translate their meaning into a professional Walada note. Do not echo slang.**NEVER** — Chale okay, the boy will come small small.**WHY** — The brand does not speak street. The log is elite even if they are not.

187 · s187

Caller: "C'est combien le mètre ? (French price hunt)"

SAY — Je ne donne pas de tarif à l'oral. Je prends les détails pour qu'on vous envoie un devis écrit après visite. I still capture name, number, place.

NEVER — Disons 80 cedis. / Switch to slang French to sound friendly.

WHY — Language change does not lift the money firewall.

CHAPTER 16 · 17 DRILLS

Sit-down drills

Operations plays the caller. She answers as the desk. Gold is the line she must hit. Then she runs the same drills in the live academy, scored.

01. New tiling job, East Legon

Brand. Tilers Ghana · Line 3 · 4–6 min

Setup. The official S23 Ultra rings. CID is 024 412 3367 — the caller, not a brand. A man, slightly rushed: 'Is this Tilers Ghana? I want a price for my hall and two bathrooms.'

Objective. They named Tilers Ghana — lock it. Capture the ten fields, refuse a spoken price, book an inspection path, close with a time. File Walada.

Beat 1

Caller: "Hello? Is this Tilers Ghana? I want a price for tiles. Hall and two bathrooms. East Legon."

GOLD — Good morning, Tilers Ghana, this is Ama. I can start a quotation. Please, may I have your name, and how may I address you?

Brand, name, then capture. You did not price.

Beat 2

Caller: "I'm Kojo. Just the price. I don't have time."

GOLD — Mr Kojo, I will not guess a figure — it would mislead you. Please, the number to return, a landmark in East Legon, and whether you already have the tiles. The team will inspect and send a written quote.

Title, refuse price with a reason, capture, written quote.

Beat 3

Caller: "0244123367. Near A&C Mall. I will buy the tiles myself. Can they come today?"

GOLD — Please, I am reading back 024 412 3367. Is WhatsApp the same? I will flag same-day and the duty lead will tell you if a visit is possible today — I will not promise the van. Two bathrooms plus hall, client tiles, East Legon near A&C. Anything else they must know?

Read back, WhatsApp, no fake dispatch, restated job.

Beat 4

Caller: "Yes WhatsApp is the same. That's all."

GOLD — Thank you, Mr Kojo. I am logging this in Walada now. A Tilers Ghana lead will confirm the visit or send the next step on WhatsApp before close of business. Thank you for calling Tilers Ghana.

Owner, channel, time, brand close.

Debrief.

- Price was never spoken.

- Name, number (read back), landmark, scope, materials, urgency, WhatsApp, next step.
- You stayed Tilers Ghana from the lock to the close. CID was his mobile — that is normal.

02. Painters did not show — paid

Brand. City Painting Ghana · Line 2 · 5–7 min

Setup. A woman, tight voice. She paid mobilisation yesterday. Nobody came. She is at the house in Dansoman.

Objective. Do not defend the crew. Do not blame rain. Escalate to the principal. Freeze further cash. Give a return time.

Beat 1

Caller: "Your people are jokers. I paid yesterday. I am sitting here. Nobody."

GOLD — I am sorry they were not there. You have reached City Painting Ghana. This is Ama. I am taking this to the principal, not to the painters. Please, may I have your name?

Apology without defence. Principal, not artisan. Name next.

Beat 2

Caller: "Mrs Adjei. I MoMo'd 2,000 to a number the painter gave me."

GOLD — Mrs Adjei, I will note 2,000 and that it went to a number from a painter. Please do not send more money to anyone from this call. May I have that MoMo name if you can see it, the site landmark in Dansoman, and the best number?

Title, freeze further payment, facts, not a verdict of theft yet.

Beat 3

Caller: "I will post this on Facebook. I will go to the police."

GOLD — I hear you. The fastest way to put a human with authority on this is the note I am finishing now. The principal will return you on this number before [time]. I will not argue about Facebook or police.

No dare, no forbid, process + time.

Beat 4

Caller: "If nobody calls me by 2, I will post."

GOLD — I have logged: Mrs Adjei, Dansoman, mobilisation 2,000 to a painter's wallet, no-show, return by 2pm. I am sending this to the principal now. Thank you for calling City Painting Ghana.

Read-back of the whole case. Time. Brand close. Then actually disseminate.

Debrief.

- Complaint = principal, never the accused artisan.
- Do not authorise more cash.
- Public-threat language: hear, don't fight, put a clock on the return.

03. Diaspora build, Kumasi

Brand. Luxury Builders Ghana · Line 1 · 5–6 min

Setup. Line 5. A woman calling from London, evening UK time. She is building in Kumasi. Her brother on the ground is not sending photos.

Objective. Two numbers, site city, local eyes, WhatsApp reports, no land-title advice, no paying the mason from the desk.

Beat 1

Caller: "I'm calling from London. Is this the people who build for us abroad?"

GOLD — Good evening, Luxury Builders Ghana, this is Ama. Yes, you have the diaspora desk. Please, how may I address you, and where is the site in Kumasi?

Evening for her? You use Ghana time-of-day on your clock, or match if she already set evening. Brand is correct.

Beat 2

Caller: "Mrs Owusu. Atonsu. My brother was supposed to watch the site. I don't trust the mason."

GOLD — Mrs Owusu, I will note Atonsu and that you want independent reporting. Please, your UK number, a Ghana number on the ground, and whether we may send photo reports on WhatsApp. I will not pay a mason from this call or settle a family dispute.

Two numbers, reports, boundaries.

Beat 3

Caller: "The land is from the family. We don't have indenture yet."

GOLD — I will note that documents are still with the family. The project team will tell you what they need to see. I cannot confirm title on this call.

No legal advice.

Beat 4

Caller: "Please just make sure they send me pictures every week."

GOLD — I am logging a weekly photo-report request to WhatsApp, Atonsu site, Mrs Owusu, two numbers. The diaspora desk will confirm the reporting rhythm when they return you. Thank you for calling Luxury Builders Ghana.

Cadence, channel, close.

Debrief.

- Diaspora = two phones + WhatsApp evidence.
- Land papers: note, don't judge.
- You are not a payment agent.

04. Burning smell at the board

Brand. Electricals Ghana · Line 5 · 3–4 min

Setup. Line 4. A man, fast. Shop in Madina. Smell at the consumer unit. He wants you to talk him through opening it.

Objective. Safety first. No DIY inside the board. Escalate P1. Stay off fake ETAs.

Beat 1

Caller: "Something is burning at the meter. Should I open it?"

GOLD — Please do not open the board. Stay away from it. If you can reach the main switch safely, switch off. Is anyone hurt? You have Electricals Ghana.

Stop the dangerous act first, then identity is already in the greeting if you led with it — here the safety sentence may lead.

Beat 2

Caller: "Nobody is hurt. It is a shop at Madina, near the market. Can someone come now?"

GOLD — I am escalating the duty electrician now. Please, your name, the number you are on, and a landmark tighter than 'the market'. Keep the board closed. I will not invent that someone is 10 minutes away.

Escalate, landmark, no fake ETA.

Beat 3

Caller: "Kwesi. This number. The Total filling station landmark."

GOLD — Kwesi, Madina, Total landmark, burning at the board, board not to be opened, duty electrician being called now. Stay on this number. Thank you for calling Electricals Ghana.

Restate. Then you actually call the on-call — a log alone is not enough for P1.

Debrief.

- Safety sentence can precede the pretty greeting if they are already in danger — then identify.
- P1 = voice the on-call, don't only type.
- Never open a live board by remote control.

05. I want the MD now

Brand. Construct GH · Line 1 · 4 min

Setup. A man who will not give a name. He wants the owner. He implies he is important.

Objective. Do not produce a MD. Do not grovel. Take a complete note or they cannot be returned.

Beat 1

Caller: "Put the MD on. He knows me."

GOLD — Good morning, Construct GH, this is Ama. The principal is not on this handset. I can take a complete note so they call you prepared. Please, your name and the matter in one sentence.

Brand, process, ask for name.

Beat 2

Caller: "I don't give my name to secretaries."

GOLD — I am the front desk. Without a name and a number the principal cannot return you. I can still take the request at a high level. What should they know?

Boundary without a fight.

Beat 3

Caller: "Tell him it's about the Cantonments site. He should call this number."

GOLD — I will log: unnamed caller, this number, Cantonments site, requests the principal. They will return if they recognise the matter. Thank you for calling Construct GH.

You flagged declined identity. You still have a hook.

Debrief.

- Status games are won with process, not with access.
- Declined name still gets a log flag.
- No personal numbers.

06. Called paint, needs a roof

Brand. City Painting Ghana · Line 2 · 3–4 min

Setup. CID is a mobile. They named City Painting Ghana. Caller has a leaking roof — not a paint job.

Objective. Internal route to a builder without advertising the roster. Capture the roof facts. Don't pretend paint will fix it.

Beat 1

Caller: "My roof is leaking. I was given this number for the house work."

GOLD — Good morning, City Painting Ghana, this is Ama. A leak is a building matter. I will have the construction desk return you. First: is water near any sockets? Then your name, number, and the house landmark.

You did not say 'we are a network of 50 construction companies'. You routed.

Beat 2

Caller: "No, not near sockets. Spintex, near the Shoprite. I am Boateng."

GOLD — Mr Boateng, Spintex near Shoprite, leak, not near electrics. I will have the construction desk return this number. Please, is WhatsApp the same as this line?

Title, facts, internal route, WhatsApp.

Debrief.

- Cross-brand: internal, quiet, complete capture.
- Never use paint as waterproofing.

07. Elder, mostly Twi

Brand. Plumbers Ghana · Line 5 · 4 min

Setup. An older woman. Mix of Twi and English. Tap left open, water on the floor. She is not rude. She is stressed.

Objective. Respect. No slang. No humiliation. Safety if electrics wet. Capture a second number if a child can help.

Beat 1

Caller: "My daughter gave me this number. Water is coming. I don't speak the English well."

GOLD — Madam, you have Plumbers Ghana. This is Ama. I am here. Please, is the water near any light or socket? If you have a daughter nearby, her number can help us return the call.

Madam, brand, safety, second number. No slang, no shame.

Beat 2

Caller: "The water is in the kitchen. Floor. My daughter is Afua, 024..."

GOLD — Thank you, Madam. Kitchen floor, Afua on 024... I will read it back. If you can shut the tap or the valve under the sink safely, please do. I am sending this as urgent plumbing. Someone will return Afua and this line.

Read back, simple safe action, two numbers, urgent.

Debrief.

- Titles. Slow English. Optional local language only if you are truly professional in it.
- A younger second number is a gift — capture it.

08. Shop AC down since 6am

Brand. Solar AC Ghana · Line 5 · 4 min

Setup. Shop owner, Osu. Angry about lost sales. AC is dead. Wants a technician 'now now'. May think you are ECG.

Objective. You are Solar AC Ghana, not ECG. Timestamp the fault. No fake ETA. No money. Walada.

Beat 1

Caller: "Your AC has killed my shop since 6 in the morning. Are you ECG?"

GOLD — Good morning, Solar AC Ghana, this is Ama. We are not ECG. I am logging an AC fault from 6am. Please, the shop name, and whether this is air-conditioning, solar, or both.

Not ECG. Brand lock. Timestamp. Classify solar vs AC.

Beat 2

Caller: "Shop is Kweku's Provisions. The indoor unit is dead. I am losing money."

GOLD — Kweku's Provisions, indoor unit down since 6am. I am putting this on for Solar AC Ghana now. Please, the street and a landmark in Osu, and the number on site. I will not give an arrival time I have not been given.

Facts + honest clock.

Debrief.

- Solar AC Ghana is not ECG and not Electricals Ghana.
- Timestamp. Landmark. No fake ETA.

09. Kronix — which company?

Brand. Kronix Energy · Line 8 · 4–5 min

Setup. Official phone. CID is a mobile. A man from a fintech says 'Kronix' and wants a partnership. He will try to merge the cluster and get terms.

Objective. Confirm which Kronix company. Lock it. Capture company, role, intent. No product invention. No terms. No money. Principal only. Walada.

Beat 1

Caller: "Kronix? I want to partner. You people do systems, yes?"

GOLD — Good morning, this is Ama. You have reached Kronix. Please, which company — Agric, Energy, Telecom, Metals, or another Kronix brand?

Generic first if needed, then which Kronix. You did not invent products.

Beat 2

Caller: "Kronix Energy. I'm Selorm from North Pay. We want to integrate. What's your fee?"

GOLD — You have reached Kronix Energy. Mr Selorm, North Pay, integration interest. I will not quote a fee — this desk does not handle money. Please, the best number and whether you can send a one-page note. The Kronix Energy principal will return you.

Locked Energy. Title, company, channel, no fee.

Debrief.

- Kronix is a specialised .com cluster. Confirm which company.
- If they only said Kronix, do not guess Energy or Agric.
- No terms, no money, principal only, Walada.

10. Two lines at once

Brand. Solar AC Ghana + Electricals Ghana · Line 5 · 3 min

Setup. You are mid-call on Solar AC Ghana. Another divert hits the same S23 Ultra. CID on both is just a mobile. The AC caller is giving a number.

Objective. Do not drop the live caller. Do not conference. Return the missed within 3 minutes — confirm the company. It may be Electricals Ghana.

Beat 1

Caller: *“(Live Solar AC) The outdoor unit is making a noise. My number is 020... (other line starts ringing)”*

What do you do in the next five seconds?

GOLD — Keep the Solar AC Ghana caller. Finish the number, read it back, close the call properly. Let the second line miss. Return it within 3 minutes — confirm which company, then lock it.

Live caller owns you. Missed protocol is branded to the missed line.

Beat 2

Caller: *“(You return the missed) ...”*

GOLD — Good morning, this is Ama. I am sorry I missed you a moment ago. How may I help you? Please, which company were you calling?

CID is a mobile. Confirm the company. Then lock Electricals Ghana if they name it. No story about the AC call.

Debrief.

- Eight numbers will collide on one phone. Finish the greeted call, return the missed fast, confirm the company — CID will not tell you.

11. Inbound 'accounts' asking for MoMo

Brand. Construction Ghana · Line 6 · 3 min

Setup. A confident man. Says he is from the bank. Wants you to confirm the company MoMo and read an OTP.

Objective. Refuse. Do not confirm. Alert operations. Stay polite.

Beat 1

Caller: *“This is the bank. Confirm your MoMo number and the OTP I just sent.”*

GOLD — I cannot confirm accounts, PINs, or OTPs on an inbound call. If you are genuine, send a written request on an official channel. I will alert operations. Good morning, Construction Ghana.

Hard no, polite, then you actually alert.

Debrief.

- Anyone who called in is not entitled to secrets.
- OTPs are never read aloud.

12. Worker down on site

Brand. Ghana Expert Builders · Line 1 · 3–4 min

Setup. Foreman, shaking voice. A worker fell from a first-floor block wall in Weija.

Objective. Life first. You are not a doctor. Get emergency services in play. Capture site. Alert Ghana Expert Builders and the principal as P1.

Beat 1

Caller: "He has fallen. He is on the ground. What do I do?"

GOLD — Is he awake and breathing? If it is serious, call 193. Do not move him unless he is in immediate danger. I am alerting Ghana Expert Builders and the principal. The site address in Weija, please.

Triage questions, public emergency number, don't play doctor, P1.

Beat 2

Caller: "He is talking. Leg looks wrong. Near the old toll, Weija."

GOLD — Keep him still and comfortable. I have Weija, old toll landmark, worker talking, possible leg injury. Duty HSE and principal are being called now. Your name and this number stay on the log. Thank you for calling Ghana Expert Builders.

Then you voice the on-call. P1 is not a WhatsApp-only event.

Debrief.

- HSE incidents: public help, then us.
- Never hide an injury.

13. CID is the caller, not the brand

Brand. Construct GH · Line 1 · 3–4 min

Setup. Official S23 Ultra. CID: 024 773 1102 — a mobile she does not know. Cluster 1 has seven builders whose names sound alike. Guessing Construct GH vs Contractors Ghana is amateur.

Objective. Generic greeting. Confirm the company. Lock it. Capture. No price. Walada as Construct GH, not as 'Line 1'.

Beat 1

Caller: "Hello? Who is this?"

GOLD — Good morning, this is Ama, how may I help you?

Time, desk name, offer. No brand yet.

Beat 2

Caller: "I called the builders. The Construct GH people."

GOLD — You have reached Construct GH. How may I help you? Please, may I have your name — and how may I address you?

Locked. Title next.

Beat 3

Caller: “Kwabena. I want a quote for a two-storey in Weija. How much per square metre?”

GOLD — Mr Kwabena, I do not handle prices on this desk. Please, the number to return — I am reading it back — a landmark in Weija, and whether drawings are ready. Construct GH projects will send a written figure after they have seen the site.

Title, money firewall, capture, written quote, brand stays Construct GH.

Debrief.

- CID = caller. Confirm. Never guess.
- Once they name Construct GH, you are Construct GH until hang-up — and on the Walada row.
- This desk does not handle money.

14. Transfer rings out — meeting line

Brand. Construct GH · Line 1 · 3 min

Setup. Mrs Mensah wants the QS. You warm-transfer. It rings out.

Objective. Never leave her in a void. Locked fail line: meeting, about three hours, she can call back or they may call this line again. Capture. Walada.

Beat 1

Caller: “(QS does not pick. You take the call back.) Hello? Are you still there?”

GOLD — Thank you for holding, Mrs Mensah. They are in a meeting — it should be over in about three hours. I can call you back, or you may call this line again. Which would you prefer?

Locked fail line. Choice in her hands.

Beat 2

Caller: “Call me back then. This number.”

GOLD — I will. I am reading back 024..., window after the three hours, BOQ / QS matter, Mrs Mensah. I am filing this in Walada for Construct GH now. Thank you for calling Construct GH.

Read-back, clock, brand, Walada. Then actually return.

Debrief.

- Process or transfer. Transfer fail is a script, not a panic.
- Three hours is the clock operations locked. Do not invent 'tomorrow maybe'.

15. Where are you? I am coming

Brand. Construction Ghana · Line 6 · 3 min

Setup. A contractor in a hurry. Wants the yard. Will accept East Legon if she is sloppy.

Objective. Awoshie-Anyaa, main road. Branches on the website. Book the visit. Do not invent a pin.

Beat 1

Caller: "Where are you? I am coming now. East Legon, yes?"

GOLD — Our main office is at Awoshie-Anyaa, on the main road. I will not send you to East Legon. Branch locations are on the website. Please, may I take your name and what the visit is for so someone can receive you?

Locked address. Corrected the wrong yard. Visit still needs a booking.

Beat 2

Caller: "Send the GPS."

GOLD — I will have the team send the official pin for Awoshie-Anyaa on the main road. I will not invent coordinates on this call. Name, number, and what you are collecting — I am logging Construction Ghana now.

Verified pin only. Capture. Walada.

Debrief.

- Awoshie-Anyaa, on the main road. That is the only office she may speak.
- Branches live on the website — she does not recite a fake list.

16. This desk does not handle money

Brand. City Painting Ghana · Line 2 · 3 min

Setup. A client wants a figure, then a MoMo, then to pay the painter. Three traps, one firewall.

Objective. No price. No wallet. No 'pay him'. Note for accounts. Elite, not preachy.

Beat 1

Caller: "How much for two rooms? Just say."

GOLD — I do not handle prices or payments on this desk. I will capture the rooms, the area, and a landmark so City Painting Ghana can send a written figure after they have seen the work.

Firewall + useful next step.

Beat 2

Caller: "Then give me the MoMo. The painter said pay him on site."

GOLD — Please wait for the official payment instruction from City Painting Ghana accounts. I will not authorise a personal wallet or cash to a person on site. I am flagging this for the principal.

No money. Principal flagged. Not a lecture.

Debrief.

- She has nothing to do with money. That is not a limitation — it is the elite standard.
- Accounts return on the official channel. She never becomes the till.

17. Construct GH or Contractors Ghana?

Brand. Contractors Ghana · Line 1 · 3 min

Setup. CID is a mobile. The caller is loose with the name: 'the construction people', then 'construct Ghana', then a website.

Objective. Do not guess among Construct GH, Contractors Ghana, Construction Ghana (the shop), and Construction Hub Ghana (the directory). Make them name one. Lock it.

Beat 1

Caller: "Is this the construction people? Construct Ghana?"

GOLD — Good morning, this is Ama. Please, which company were you calling — Construct GH, Contractors Ghana, Construction Ghana the shop, or Construction Hub Ghana?

You listed the near-names as a confirm, not as a roster dump of 58 brands. You did not guess.

Beat 2

Caller: "Contractorsghana.com. I want a contractor in Spintex."

GOLD — You have reached Contractors Ghana. This is Ama. Please, your name, the Spintex landmark, and what you need built. I will not quote a metre price.

They named the domain. Lock Contractors Ghana. Money firewall.

Debrief.

- Near-names are the live failure on this desk.
- The domain they give is the brand. File that name in Walada.

CHAPTER 17 · 48 QUESTIONS · PASS 90%

Quiz study key

This chapter is for the sit-down. The live academy quiz is closed book. Pass mark 90% before a live hour. Correct answers are marked.

Q1 · 1 / 48

The official phone rings. CID shows 024 412 3367 — a mobile. You do not know which brand they dialled. You answer:

Hello?

Good morning, Pro Answer Ghana, this is Ama.

✓ **Good morning, this is Ama, how may I help you? Then: please, which company were you calling?**

Good morning, Construct GH, this is Ama. (the last brand you answered)

WHY — CID is usually the caller, not the brand. All clusters divert here. Never guess.

Q2 · 2 / 48

A caller wants a price per square metre on the first sentence. You:

Give the last job's rate so they don't hang up.

Give a wide range so you are 'safe'.

✓ **Refuse a spoken figure, capture the job, promise a written quote after inspection.**

Say you are not allowed to talk.

WHY — Spoken prices become contracts. Written after seeing.

Q3 · 3 / 48

Someone says 'I want the owner now.' The MD is not on the handset. You:

Invent that he is in traffic.

Give his personal number.

✓ **Take name, number, one-sentence matter, promise the principal's desk will return by a time.**

Hang up so they stop shouting.

WHY — Process, not access theatre, not gossip.

Q4 · 4 / 48

Which is a P1 emergency?

A quote for a 3-bedroom in Kasoa.

✓ **Burning smell at the consumer unit.**

A vendor selling cement.

A request for a company profile.

WHY — Fire, shock, injury, collapse, gas, flooding — safety first.

Q5 · 5 / 48

A caller asks you to open the electrical board and describe the wires. You:

Talk them through it carefully.

Tell them to take a photo inside the live board.

✓ **Stop them, stay away, isolate at the main if safe, escalate the duty electrician.**

Book tomorrow because you are not an electrician.

WHY — No remote DIY inside a board. Tomorrow is too late for a burn smell.

Q6 · 6 / 48

You answer for dozens of brands. A Kronix caller asks if you are a call centre for everybody. You:

Explain the 58-brand model so they trust you.

✓ **Say you have reached Kronix and take the request.**

Say Pro Answer Ghana, how may I direct you?

Laugh and say yes.

WHY — You are the brand they dialled. The model is internal.

Q7 · 7 / 48

Best capture of place:

Accra.

Ghana.

✓ **East Legon, near A&C Mall.**

Around the house.

WHY — Area + landmark. Accra is not a location.

Q8 · 8 / 48

Before you put a caller on hold you:

Just hold, they will understand.

✓ **Ask permission, then return with 'thank you for holding'.**

Mute and talk to someone in the room.

Put the phone in your pocket.

WHY — Permission. Silence on your side. Thank you for holding.

Q9 · 9 / 48

A second line rings while you are taking a number. You:

Drop the live caller and pick the new one.

Conference both.

✓ **Finish the live call, return the missed within 3 minutes as that missed brand.**

Shout 'please hold' to both.

WHY — The greeted caller owns you.

Q10 · 10 / 48

Payment: a painter on site gave a personal MoMo. The client asks if they should pay. You:

Yes, that is how we do it.

Pay again to be sure.

✓ **Do not pay a personal wallet unless accounts has confirmed the official name and number in writing.**

Give them your own MoMo.

WHY — Official channel only. Site cash/MoMo is how money vanishes.

Q11 · 11 / 48

Diaspora caller in London building in Kumasi. You must capture:

Only the UK number.

✓ **UK number, Ghana number on the ground, site area, reporting channel.**

Only WhatsApp.

Nothing, tell them to fly down.

WHY — Two numbers + local eyes + WhatsApp reports.

Q12 · 12 / 48

Someone inbound claims to be the bank and wants an OTP. You:

Read it so the transfer goes through.

Confirm the MoMo only, not the OTP.

✓ **Refuse accounts, PINs, OTPs on inbound calls, alert operations.**

Ask the MD on a noisy hold.

WHY — Inbound verification is a steal.

Q13 · 13 / 48

Complaint about shoddy work. You route to:

The artisan who did the work, so they can explain.

✓ **The principal / operations, not the accused artisan.**

Nobody, let them cool off.

Facebook customer care.

WHY — Never send a complaint to the person being complained about.

Q14 · 14 / 48

'Calm down' to an angry client is:

Professional, it shows control.

Fine in Twi, not in English.

✓ **A fail. Take facts. Get a decision-maker. Do not name their anger.**

Required by protocol.

WHY — Naming anger inflames it.

Q15 · 15 / 48

ECG has taken light. The caller wants you to restore it. You:

Promise ECG will restore by 2pm.

✓ **Say you are not ECG; offer generator/solar/inverter path if it fits the brand.**

Argue about load shedding.

Tell them to climb the pole.

WHY — Utility boundary, then a useful fork.

Q16 · 16 / 48

After 6pm, a non-emergency quote call. You:

Hang up.

✓ **Take the capture. Do not say 'we have closed'. Give a return window unless it is unsafe.**

Wake the MD.

Give a price so they go away.

WHY — Mobile desk. She picks as often as possible. After-hours is a filter, not a wall.

Q17 · 17 / 48

A journalist asks what happened on a site. You:

Give a full story off the record.

Blame the artisan.

✓ **Take name, media house, number; no comment on disputes; communications returns.**

Say 'no comment' and hang up with no routing.

WHY — No comment plus a route.

Q18 · 18 / 48

You must read back:

Only foreign numbers.

✓ **Every phone number, name spelling when needed, and the next step.**

Nothing, it wastes time.

Only MoMo names.

WHY — A wrong digit is a lost job.

Q19 · 19 / 48

A caller says only 'Kronix'. You:

Invent a modern tech list so you sound informed.

✓ **Confirm which Kronix company: Agric, Energy, Telecom, Metals, or another. Do not merge them.**

Say Kronix is Pro Answer.

Greet as Kronix Energy because energy is common.

WHY — Kronix is a specialised .com cluster. Confirm which company. Never guess.

Q20 · 20 / 48

An elder gives a title: Nana. You:**✓ Use Nana every time until invited otherwise.**

Switch to first name to be friendly.

Call them 'my friend'.

Avoid the name.

WHY — Titles are not optional in Ghana business.

Q21 · 21 / 48

A worker has fallen. You:

Tell them to carry him to the office.

✓ Ask if he is awake and breathing, point them to 193 if serious, don't move him unless danger, escalate P1.

Say these things happen.

Give paracetamol advice.

WHY — You are not a doctor. You get help.

Q22 · 22 / 48

When may you say 'Pro Answer Ghana' in the greeting?

Every call, for honesty.

✓ When CID is the house line, or they asked who provides the answering.

When you forget the brand.

When the caller is angry.

WHY — House line only, unless they ask.

Q23 · 23 / 48

P1 dissemination means:

Type in the group and go to lunch.

✓ Log, then voice or call the on-call — do not only type.

Wait for the principal to see email.

Tell the caller to keep calling.

WHY — Emergencies need a human ear, not only a thread.

Q24 · 24 / 48

A caller offers to dash you to be put through. You:

Accept if it is small.

Joke about it.

✓ **Refuse: thank you, that is not necessary; log the same way.**

Give a personal MoMo.

WHY — Never accept. Do not joke.

Q25 · 25 / 48

The Trinity of every answer is:

Speed, slang, smile.

✓ **Truth, Tone, Trajectory.**

Price, promise, personal number.

Hello, hold, hope.

WHY — Verified facts. Ghana professional warmth. A next step with an owner and a time.

Q26 · 26 / 48

Blank CID. You:

Say Pro Answer Ghana immediately.

Stay silent until they speak.

✓ **Good morning, how may I help you — then 'which company were you calling?'**

Guess Line 1.

WHY — Safe generic, then they name the brand.

Q27 · 27 / 48

Stool land / no indenture. You:

Confirm the land is fine.

Say the land is fake.

✓ **Note the location and documents they mention; no title verdict; project team advises.**

Refuse to log the call.

WHY — No legal advice.

Q28 · 28 / 48

Closing a healthy sales call you always include:

Okay bye.

We will try.

✓ **Next step + owner + time + thank you for calling [Brand].**

Call me if they don't call you.

WHY — Trajectory. Burden stays on the desk.

Q29 · 29 / 48

A child calls about spending money on a renovation. You:

Take the instruction, a child is family.

✓ **Be kind, capture the adult decision-maker's number, do not take spend instructions from a child.**

Hang up.

Ask the child for MoMo.

WHY — Kindness without authority leak.

Q30 · 30 / 48

You finish a call. Logging happens:

End of the week.

If you remember.

✓ **Within two minutes in Walada Command Centre. Unlogged in Walada did not happen.**

Only for complaints.

WHY — Walada is the only memory the next desk name can trust.

Q31 · 31 / 48

Why must she confirm the company on almost every inbound?

Because she is new.

✓ **Because CID on the official phone is usually the person calling — all brands divert here.**

Because Pro Answer must be named first.

Because Dual SIM always shows the brand.

WHY — Eight numbers, one S23 Ultra. CID ≠ brand. Confirm, then lock.

Q32 · 32 / 48

A caller asks for a MoMo number, a price, or to pay the mason. This desk:

Gives a range so they don't hang up.

Takes the cash and writes a receipt.

✓ **Does not handle money. Notes it for accounts. Official channel only.**

Pays the mason if the amount is small.

WHY — She has nothing to do with money. Not prices, not MoMo, not cash, not refunds.

Q33 · 33 / 48

Where is the main office?

East Legon, near A&C.

Airport City.

✓ **Awoshie-Anyaa, on the main road. Branches are on the website.**

We are everywhere — tell them to search.

WHY — Locked address. Do not invent a yard.

Q34 · 34 / 48

A warm transfer rings out. She says:

The boss is at a funeral.

✓ **They are in a meeting — it should be over in about three hours. I can call you back, or you may call this line again.**

Hold on (and leave them in a void).

The boy is not around.

WHY — Locked fail line. Then capture and Walada.

Q35 · 35 / 48

Authorised languages, and the register:

English only, street is fine.

✓ **English, French, Twi, Ewe — elite / court register only. No slang in any language.**

Any language, match their slang so they relax.

Twi with chale to prove she is Ghanaian.

WHY — High class. If fluency is not elite, stay in English and remain warm.

Q36 · 36 / 48**Desk names authorised on every brand:**

Ama only.

✓ **Ama and Elisabeth, plus Akosua and Efua. First name only.**

Whatever nickname the caller likes.

Madam Secretary.

WHY — Same warmth, same steel, whichever of the four is on the earpiece.

Q37 · 37 / 48

This is a mobile desk. Pickup rule:

Office hours only, then voicemail.

✓ **Pick as often as possible. No 'we have closed' while the phone is in her hand.**

Miss everything after 5pm.

Only pick numbers she recognises.

WHY — Unknown numbers are the clients. Spam-block of unknown callers stays off.

Q38 · 38 / 48

Some clusters have ~11 brands. They:

Each keep their own phone on her desk.

✓ **All divert to her official phone. She greets the brand they named, not the cluster.**

Share one greeting: 'Construction desk'.

Must be told she is a call centre so they are not confused.

WHY — One ear. Many companies. The named brand is the only greeting.

Q39 · 39 / 48

A caller asks for a branch in Kumasi. You:

Invent a Kumasi yard so they feel covered.

Say we are everywhere.

✓ **Main office is Awoshie-Anyaa, on the main road. Branches are on the website — you can have the team send the link. Capture what they need in that city.**

Say we don't go there.

WHY — Website for branches. Need still gets a Walada row.

Q40 · 40 / 48

Kronix is:

A nickname for Pro Answer.

One product: software.

✓ **A specialised cluster — Kronix Agric, Energy, Telecom, Metals, and other Kronix .com companies.**

The same as the construction roster.

WHY — Confirm which Kronix company. Do not merge.

Q41 · 41 / 48

Eight numbers diverting to one mobile, Walada on screen while she talks. Official phone:

iPhone 11 / 12 / 13 Pro Max — cheaper.

iPhone 15 — newer.

✓ **Keep the Samsung Galaxy S23 Ultra.**

iPhone 15 Pro Max immediately, no other change.

WHY — Split-screen Walada, 5,000 mAh, Dual SIM labels. iPhone 15 Pro Max only later, and only with a cloud PBX that shows the brand.

Q42 · 42 / 48

On a live call she may:

Only take messages. Never process.

✓ **Pick and process, or transfer when needed. If transfer fails: meeting, about three hours, she can call back or they may call this line again.**

Conference the MD every time.

Tell them to WhatsApp the artisan directly.

WHY — Process or transfer. Fail line is locked. Then Walada.

Q43 · 43 / 48

Caller says 'the construction people' and CID is a mobile. You:

Greet as Construct GH — that is the main one.

Greet as Contractors Ghana.

✓ **Ask which company: Construct GH, Contractors Ghana, Construction Ghana the shop, or Construction Hub Ghana.**

Say you are Pro Answer and list all builders.

WHY — Four near-names. Confirm. Never guess. Never dump the roster.

Q44 · 44 / 48

They dialled paintsghana.com and want painters tomorrow.

Quote a crew from City Painting Ghana.

✓ **You have reached Paints Ghana the shop. Capture the paint need. If they also want painting work, internally route — do not merge the companies on the greeting.**

Say we don't paint.

Give a litre price so they buy.

WHY — Shop vs painters. Internal route. No price.

Q45 · 45 / 48

Elite Answer Ghana rings (they named it). You greet:

Good morning, Pro Answer Ghana...

✓ **Good morning, Elite Answer Ghana, this is Ama, how may I help you?**

Good morning, the answering service...

Hello, call centre?

WHY — Elite Answer is not Pro Answer. Two house brands.

Q46 · 46 / 48

Epoxy GH vs Epoxy Flooring Ghana vs Industrial Floors Ghana vs Tilers Ghana. Rule:

All floors, one greeting.

✓ **Lock the exact name they used or the domain they give. Tiles are not epoxy. Industrial is not a hall.**

Always greet Floors GH and sort it later.

Ask them to email because names are hard.

WHY — Near-names are different companies. Walada carries the one they named.

Q47 · 47 / 48

Consumers Voice Ghana vs Consumers Voice Africa, MedHub Ghana vs MedHub Africa, Construction Hub Ghana vs Construction Hub Africa:

Ghana and Africa are the same listing.

✓ **Greet the geography they named. Do not silently switch.**

Always use Africa — it sounds bigger.

Always use Ghana — that is where the desk sits.

WHY — Ghana is not Africa on these brands.

Q48 · 48 / 48

constructionghana.com is:

Another name for Construct GH.

The same as Contractors Ghana.

✓ **The Construction Ghana shop and catalogue — not a builder, not Construction Hub.**

The holding company.

WHY — Shop. If they want a builder, internal-route after you have locked the shop or confirmed they meant a builder domain.

CHAPTER 18

Pocket duty card

Ama · Elisabeth on every brand. Also authorised: Akosua, Efua.

Every caller must feel they have reached a special, no-nonsense, elite company — whichever brand they dialled.

Greeting

RING

Good morning / afternoon / evening, this is [Desk], how may I help you?

THEN

Please, which company were you calling?

LOCK

Once they name it: You have reached [Brand]. Then capture. Never guess. Guessing the wrong brand is amateur.

Locked lines

MONEY

I do not handle payments on this desk. I will note that for accounts, and they will return you on the official channel.

TRANSFER FAIL

They are in a meeting — it should be over in about three hours. I can call you back, or you may call this line again. Which would you prefer?

OFFICE

Our main office is at Awoshie-Anya, on the main road. Branch locations are on the website — I can have the team send you the link.

HOURS

This is a mobile desk. She picks as often as she possibly can. There is no 'we have closed' while the phone is in her hand.

MISSED

Return a missed call as soon as she is free — within three minutes when she is on duty, as soon as possible when she was on another live call.

LOG

If it is not in Walada Command Centre, the call did not happen. Log within two minutes.

Never

- Hello? / Guessing the brand from a mobile CID
- Pro Answer Ghana on a trade line
- Construct GH when they said Contractors Ghana (or the shop, or the hub)
- Elite Answer when they said Pro Answer — or the reverse

- Any price, MoMo, cash, or 'pay the mason'
- The boss is sleeping / at a funeral / the boy is not around
- We are a call centre / we pick for many companies
- East Legon as the yard

Near-names

- Construct GH ≠ Contractors Ghana ≠ Construction Ghana (shop) ≠ Construction Hub Ghana
- City Painting / Coralex / Corporate Painters ≠ Paints Ghana (shop)
- Tilers Ghana ≠ Floors GH ≠ Epoxy GH ≠ Epoxy Flooring Ghana ≠ Industrial Floors Ghana
- Alucobond ≠ Cladding ≠ Facade ≠ Aluminium Installers
- Ceiling GH ≠ Ceiling Experts Ghana
- Consumers Voice Ghana ≠ Africa · MedHub Ghana ≠ Africa
- Pro Answer Ghana ≠ Elite Answer Ghana
- Kronix: confirm which company

P1

Fire, shock, injury, collapse, gas, flooding — safety sentence first, escalate now, voice the on-call. Do not open a live board. Do not book tomorrow as the only action.

Print the one-page card from the academy (Duty card → Print → Save as PDF). Pin it in S23 Files and at Awoshie-Anyia. This chapter is the same content for the sit-down pack.

CHAPTER 19

Still for operations to fill

Everything else in this handbook is locked from the live roster. These items still need named humans or numbers from operations. Until they are filled, she uses the protocol sentence — she does not invent a person.

SYSTEM · P1-ONCALL

P1 on-call: who is phoned, in what order, day vs night?

Fire, shock, injury. A group chat is not enough.

Write in: 1) Duty tech 024... 2) Principal...

KRONIX · KRONIX-OWNER

Named human for Kronix commercial vs support?

Partnerships are principal-only.

Write in: Commercial: ... Support: ...

ROSTER · COVERAGE-CITIES

Default coverage cities vs 'we will check'?

Tamale / Takoradi / Kumasi cannot be a shrug.

Write in: Accra-Tema default, others check with brand.

ROUTING · COMPLAINT-OWNER

Complaint owner per cluster — not the artisan?

Money-vanished and no-show go up, never down.

Write in: Construction principal: ... Energy: ...

HOUSE · HOUSE-SALES

If someone wants Pro Answer to pick for their company, who closes that sale?

She qualifies. She does not onboard a 71st brand from the earpiece.

Write in: Operations: name + number.

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