Augurfield

Who’s waiting on us? The 15-minute weekly review

A weekly checklist and a simple sheet to find every customer your team owes a reply.

> Customers don’t leave angry. They leave unanswered. Fifteen minutes once a week finds them before they go. Each person checks their own inbox; one shared sheet holds the list.

When

Monday morning, before the week fills up. Fifteen minutes, timed. Look back 14 days.

The five checks

1. **Questions you asked, no answer back (3 min).** Open Sent. Any thread where you asked something or sent a price, and theirs isn't the last word, goes on the sheet. In Gmail: `in:sent newer_than:14d`.
2. **Messages you read, never answered (3 min).** Scroll your inbox for customer names. Any thread where their message is the last one goes on the sheet.
3. **Promises you made (3 min).** Search your sent mail for the words people promise with. In Gmail: `in:sent newer_than:14d ("I'll send" OR "by Friday" OR "next week" OR "tomorrow")`. Each one not yet kept goes on the sheet.
4. **Regulars gone quiet (3 min).** Run down your regular customers. Anyone past their usual gap (orders every four weeks, it's been six) goes on the sheet.
5. **Owner, day, send (3 min).** Every row gets one owner and a send-by day. Send the easy ones now, with the Follow-up Playbook.

The sheet

One row per customer waiting. The examples are invented.

Customer	Thread	Waiting for	Type	Days waiting	Owner	Send by	Done
Larch & Co (example)	Website proposal	An answer on the proposal	Quote or proposal	4	Sam	Mon	
Brightside (example)	Spring campaign	The revised scope, promised Friday	Promise	3	Ana	Tue	
Kestrel (example)	Monthly retainer	Nothing asked; 41 days quiet	Gone quiet	41	Sam	Wed	

The four types: **Reply owed**, **Promise**, **Quote or proposal**, **Gone quiet**. The download comes with this sheet as a file that opens in Google Sheets or Excel.

Three rules for teams

- **One owner per customer.** A thread forwarded to three people is answered by none.
- **Cover when someone's away.** The sheet says who picks up their rows.
- **Oldest first.** Sort by days waiting, then work down.



Augurfield does this review for you: one short list each morning, replies already written. You press send.

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