

FOR NDIS PROVIDER OWNERS

The After-Hours Playbook

The enquiries you are quietly losing after 5pm, and the simple system to catch every single one.

A field guide for time-poor providers who would rather be supporting people than chasing leads.

LYD NDIS
a Sharktech Global company

START HERE

Why after-hours is where NDIS growth is won or lost

Families rarely enquire during business hours. They reach out when the day finally settles, at night, on the weekend, the moment they decide something has to change. That is when your next participant is looking for you.

The scheme runs on choice and control. The participant, or their family, chooses the provider. More and more, the one they choose is simply the one who answered first and made them feel looked after. Speed is not a nice-to-have here. It is close to the whole game.

Yet most providers still run on plain email. An enquiry lands at 9pm and sits unread until morning. By the time you reply, that family has already messaged two other providers and started a real conversation with whoever got back to them first. You did nothing wrong. You were just asleep, or on shift, or with your own family.

This playbook fixes that. It walks through the seven after-hours enquiries slipping through most providers, shows you how to work out what they are costing you, and hands you a simple system, a checklist and ready-to-use replies, so you catch every one.

How to use it: read it once, then keep the checklist on page 6 and the templates on pages 7 and 8 somewhere you can grab them fast. If you would rather not do any of it by hand, the last page shows you the shortcut.

THE PROBLEM

The seven enquiries most providers miss

Each one looks small on its own. Together, they are most of your lost pipeline.

1 The 9pm parent enquiry

Why it slips through: it lands after you have logged off and sits unread overnight.

Catch it by: sending a warm acknowledgement the moment it arrives, any hour, so the family knows they have been heard.

2 The weekend support coordinator referral

Why it slips through: coordinators place referrals when they get a gap, often late Friday or over the weekend, and a slow reply tells them you are hard to work with.

Catch it by: replying within minutes and flagging it as priority. One coordinator can send you participants for years.

3 The self-managed participant comparing providers

Why it slips through: self-managed families move fast and are not tied to a coordinator, so they go with the first provider who feels right.

Catch it by: answering straight away in a real, human tone, not a generic auto-reply they can smell a mile off.

4 The quick "do you have capacity" question

Why it slips through: when nobody answers, silence reads as no, and they quietly cross you off the list.

Catch it by: answering the capacity question clearly and immediately, even after hours.

THE PROBLEM, CONTINUED

The seven, continued

5 The form fill with no follow-up

Why it slips through: they filled in your website form at 8pm, heard nothing back, and assumed it fell into a void.

Catch it by: acknowledging every form the instant it is submitted, then following up if you have not actually spoken within a day.

6 The missed call with no text back

Why it slips through: they rang, you were on shift, and no one sent a message to pick the conversation back up.

Catch it by: firing an automatic "sorry we missed you" text within a minute of any missed call, with a way to book a time.

7 The returning or re-referred family

Why it slips through: an old contact comes back, but with nothing flagging them they start from scratch and feel like a stranger.

Catch it by: recognising returning contacts automatically and picking up warmly from where you left off.

The pattern: every one of these is lost to the same thing, a reply that came too late or never came. Fix the speed and the warmth of your first response, and you catch nearly all of them.

THE COST

What a missed enquiry actually costs you

NDIS participants are not one-off sales. A single participant can mean supports delivered across a whole plan year, and often several years after that. So a missed enquiry is never just one lost email. Here is how to work out your own number.

Missed enquiries a month = enquiries a month × % that arrive after hours × % you do not answer fast enough

Lost value a year = missed enquiries a month × 12 × your conversion rate × the value of one participant over a year

WORKED EXAMPLE — USE YOUR OWN FIGURES

- 40 enquiries a month, and 60% land after hours = 24 after-hours enquiries
- You miss or reply too slowly to 1 in 3 of them = 8 a month
- You would have won 1 in 4 of those = 2 participants a month
- That is 24 participants a year walking to a faster provider
- Multiply 24 by the value of one participant over a year to see the real number

Enquiries a month	
Percent that arrive after hours	
Percent you miss or answer too slowly	
Your enquiry-to-participant conversion rate	
Value of one participant over a year	
Your estimated lost value a year	

Even on conservative numbers, the figure at the bottom is almost always far bigger than the cost of never missing an enquiry again.

THE SYSTEM

The after-hours response checklist

Print this, stick it on the wall, or hand it to whoever covers enquiries. If every enquiry gets all eight, you will out-respond almost every provider near you.

- ☐ **Acknowledged within minutes**, any hour, any day.
- ☐ **Answered the actual question they asked** first, before anything else.
- ☐ **Asked the three that matter:** what supports they need, how the plan is managed, and when they want to start.
- ☐ **Offered a clear next step** then and there, a time to talk or a booking, not "we will be in touch".
- ☐ **Sounded like a warm human**, never a robot. Families can tell.
- ☐ **Captured every detail in one place** so nothing is lost and no one has to ask twice.
- ☐ **Followed up** if there was no reply within a day.
- ☐ **Flagged support coordinator referrals as priority**, because they bring the most participants.

You can do all eight by hand. Or you can have them done for you, every time, while you sleep. More on that on the last page.

THE WORDS

Reply templates you can use tonight

Copy these, swap the **[brackets]** for your details, and you will never stare at a blank reply again. Keep them short and warm.

A. Instant acknowledgement — any enquiry, any hour

Hi **[name]**, thanks so much for reaching out to **[provider]**. We have got your message and someone from our team will be in touch shortly. In the meantime, could you tell me what supports you are looking for and when you are hoping to start? Talk soon, **[your name]**.

B. Family first enquiry

Hi **[name]**, lovely to hear from you, and we would genuinely love to help **[participant]**. So we can point you the right way, could you tell me a little about the supports you are after and how the plan is managed, self, plan or NDIA managed? Happy to jump on a quick call whenever suits, even this evening if you would like. **[your name]**, **[provider]**.

C. Support coordinator referral

Hi **[coordinator]**, thanks for thinking of us for **[participant]**. We have capacity and would be glad to take this on, and I have flagged it as priority on our end. What is the best way to get the referral details across, and is there a timeframe you are working to? Appreciate you, **[your name]**.

THE WORDS, CONTINUED

Three more for the tricky ones

D. Self-managed participant comparing providers

Hi **[name]**, thanks for getting in touch. Quick answer to your question: yes, we **[e.g. have availability and can start within two weeks]**. I know you are probably weighing up a few options, so if it helps I am happy to walk you through how we work, no pressure at all. When is a good time for a quick chat? **[your name]**.

E. The capacity question

Hi **[name]**, great question. Yes, we are currently taking on new participants for **[service]**. If you let me know the supports you need and how the plan is managed, I can tell you exactly how we would help and how soon we could start. **[your name]**, **[provider]**.

F. No-reply follow-up — about a day later

Hi **[name]**, just floating this back to the top of your inbox in case it got buried, no worries at all if the timing is not right. If you are still looking for **[support]**, I would love to help. Even a one-line reply tells me where you are at. **[your name]**.

One rule for all six: write like a person talking, not a business emailing. Warmth is the thing families remember, and it is the thing a slow, formal provider can never fake fast enough.

THE SHORTCUT

Or let the whole thing run itself

Everything in this playbook works. The catch is that it only works if it happens every single time, at 9pm on a Tuesday, on a Sunday morning, on the day you are flat out on the road. That is a lot to ask of a human.

This is exactly what LYD NDIS does for you. It answers every enquiry in seconds, day or night, in a warm human tone. It asks the right questions, books the family in, and drops everything into one place so nothing is ever lost. Your website, CRM, bookings, marketing and follow-up, run for you by a team that actually cares.

Think of it as an AI-native IT team that removes the bottlenecks, your outsourced IT department with AI built in. The tech team you were never going to hire, without the payroll, and with no lock-in, ever.

[Book a free demo → lydndis.com.au](https://lydndis.com.au)

Or start free: grab the rest of the Growth Playbook Series and the missed-enquiry calculator at lydndis.com.au.