



1/9

A request page with no reply window

The form takes the request and never says when someone will answer.



2/9

A new design does not set the window

Pretty pages still leave the customer waiting.



3/9

Put the window where the request starts

Say who responds and how soon, before the button.



4/9

Use plain words

Same business day is clearer than a slogan.



5/9

Name who answers

The owner, the office, or a named person.



6/9

Do not promise a window you cannot keep

If evenings are closed, say the next morning.



7/9

Check the page logged out

The customer should see the window before they type.



8/9

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