

The Missed-Call Cost Calculator

A quick worksheet to find out what missed calls and slow follow-up are actually costing your business, in dollars, not guesswork.

62.2%	37.8%	85%	21x
of inbound calls to home service businesses go unanswered by a live person	is the average live-answer rate across home service businesses studied	of callers whose call goes unanswered never call back	more likely to qualify a lead when you respond within 5 minutes vs. 30

Sources: 411 Locals Home Services Call Analytics Study; PATLive Missed Call Report; MIT / InsideSales.com Lead Response Management Study (Dr. James Oldroyd).

Do the math on your own business

You don't need exact numbers to get a useful estimate. A rough week is enough. Fill in what you know, and use the formula below to find your weekly loss.

A. Missed or unreturned calls in a typical week _____

B. Your average job value (\$) _____

C. Percentage who won't call back (use 85% if unsure)

85%

Estimated weekly loss = A × B × C

(missed calls) × (average job value) × (85% won't call back)

Multiply that weekly number by 52 for your estimated annual loss from missed calls alone, before factoring in estimate follow-up or reviews.

What this doesn't capture

This worksheet only covers missed calls. It doesn't account for estimates that go out with no follow-up, jobs lost to slower response than a competitor, or reviews that never get requested. Those are real leaks too. This is a starting point, not the whole picture.

Want the exact number, not an estimate?

The Contractor EfficiencyAudit maps your actual missed-call rate and follow-up gap in 48 hours, no build, no commitment, just the real numbers for your business.

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