

The Missed-Call Playbook

What unanswered calls really cost your business, and 7 simple fixes that win those customers back.

1 What your missed calls really cost

Most owners underestimate missed calls because they never see them. The caller does not complain. They simply call the next business on the list. Take 2 minutes and fill in this worksheet with your own numbers.

A	Calls you miss in a typical week Check your phone call log	8	calls
B	Share of those calls from new customers Spam and suppliers do not count	50	%
C	Share of new callers you turn into paying jobs Your usual win rate	40	%
D	Average value of one job or visit Typical invoice	\$ 250	

Lost revenue per month = $A \times B \times C \times D \times 4.3$

\$ 1,720

EXAMPLE (ALREADY FILLED IN ABOVE: TYPE YOUR OWN NUMBERS TO RECALCULATE)

A business misses 8 calls a week. Half are new customers, it wins 40% of new callers, and an average job is worth \$250.

$8 \times 0.5 \times 0.4 \times \$250 \times 4.3 = \text{\$1,720 every month}$ in work that goes to a competitor.

2 Why callers don't leave a voicemail

Speed wins. The business that answers first usually gets the job, often even before price comes up.

They need help now

A leaking pipe, a broken AC or a toothache cannot wait for a call back tomorrow.

The next business is one tap away

On a search results page, the next phone number is right there.

Voicemail feels like a dead end

Many people hang up when they hear a recording and never try again.

They call after hours

Evenings and weekends are when many people finally sort out home and personal tasks.

3 7 fixes that win those customers back

1

Track your missed calls for one week

Note the time of each one. Most owners spot a clear pattern within days.

2

Record a better voicemail greeting

Give your business name, a call back time, and ask for name, number and need.

3

Call back within 5 minutes

The longer you wait, the more likely they have already booked someone else.

4

Turn on missed-call text-back

An instant "Sorry we missed you, how can we help?" text keeps the lead warm.

5

Forward missed calls, not to voicemail

Send them to a teammate or an AI receptionist. Keep your number (see page 3).

6

Let customers book themselves

Add a booking link to your website, Google Business Profile and text replies.

7

Answer 24/7 with an AI receptionist

Answers in about 2 rings day and night, books jobs and texts you every call.

4 Call forwarding cheat sheet

Replace NUMBER with the number you want calls sent to. Dial the code and press call. You keep your business number.

WHAT YOU WANT	DIAL OR DO THIS
Forward when busy or not answered (most mobile networks)	**004*NUMBER#
Forward all calls (most mobile networks)	**21*NUMBER#
Turn off all forwarding (most mobile networks)	##002#
Verizon (US): no answer or busy	*71NUMBER
Verizon (US): all calls / turn off	*72NUMBER / *73
iPhone: all calls	Settings > Phone > Call Forwarding
Office phone or VoIP	Turn on no-answer forwarding in app

Codes can vary by carrier and country. Your carrier app or support page will show the exact steps.

5 The every-call checklist

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| ☐ I know when and how often I miss calls | ☐ My voicemail promises a call back time |
| ☐ Missed callers get a text within a minute | ☐ Calls I cannot answer are forwarded, not lost |
| ☐ Customers can book online, any time | ☐ After-hours and weekend calls are answered |
| ☐ Every call ends with a booking or a next step | ☐ I review call summaries each week |

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