Service ProCall

FOR OWNERS OF HVAC, PLUMBING & ELECTRICAL COMPANIES

The Cost of Missed Calls

What every unanswered call is actually costing your business — and what a 10-point improvement in answer rate is worth each year.



8-minute read · Includes a revenue model for your call volume

66%

average share of calls home service businesses actually answered — owners estimated 97%

80%

of callers who reach voicemail don't leave a message

85%

of people whose call goes unanswered never call back

01 · THE ANSWER-RATE GAP

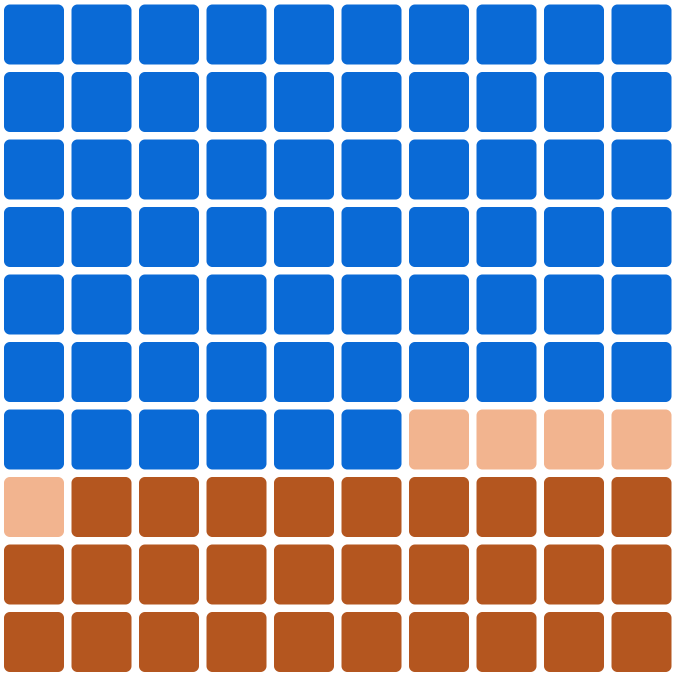
You are probably missing more calls than you think

Ask a home service owner what share of calls their office answers and the answer is almost always “nearly all of them.” Call-tracking data tells a different story. In Service Direct’s analysis of home service call performance, owners estimated they answered 97% of inbound calls. The measured average was 66%.

The gap is not a character flaw. It is physics. Calls cluster — Monday mornings, the first hot week of summer, the first freeze of winter — and arrive while CSRs are already on the line, at lunch, or gone for the day. Each one of those moments is invisible on a busy day. They only show up in the call log.

And a missed call rarely becomes a voicemail. Industry surveys consistently find that most callers who hit voicemail hang up without leaving a message, and most of them never try again. They call the next company on the search results.

FIGURE 1 · EVERY 100 INBOUND CALLS



66 answered

5 missed, but call back

29 missed and gone for good

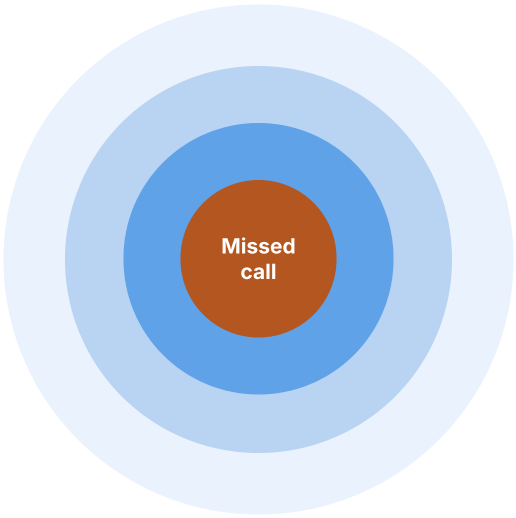
Applies the 66% average answer rate and the 85% no-callback rate to 100 calls.

02 · IT’S NOT JUST ONE JOB

A missed call costs four things at once

Owners tend to price a missed call at the value of one service visit. That is the smallest piece of what walks away. A homeowner who reaches your competitor first does not come back for the next repair, the maintenance plan, or the replacement in eight years — and they tell their neighbors who they used.

FIGURE 2 · THE RIPPLE OF ONE UNANSWERED CALL



1. **The job.** Today's repair or install goes to whoever answered.
2. **The relationship.** Future service calls, a maintenance agreement, and the eventual system replacement.
3. **The referrals.** Neighbors, family and online reviews that would have named you.
4. **The signal.** Every caller who can't reach you learns you're hard to reach — and your ad spend pays to teach them.

03 · QUANTIFYING THE LEAK

The revenue model: 1,000 calls a month

Here is the math for a residential service company taking 1,000 inbound calls a month. Not every call is a sales opportunity — existing customers call about invoices, vendors call, people call the wrong number. We assume 40% of missed callers had a bookable need. Every rate is an assumption; use your own.

FIGURE 3 · WHERE MISSED REVENUE COMES FROM (MONTHLY, ILLUSTRATIVE)

1,000	340	289	116	58	$26,010
inbound calls	missed at a 66% answer rate	never call back (85%)	had a bookable need (40%)	would have booked (50%)	lost each month at $450 per first visit

First-visit revenue walking away each year **$312,120**

Before lifetime value: repeat repairs, maintenance agreements, replacements and referrals from those 58 households a month.

04 · THE UPSIDE

What a 10-point improvement is worth

Moving from a 66% to a 76% answer rate means 100 more conversations a month on the same marketing budget. Using the same assumptions — 40% have a bookable need, half of those book, $450 first visit — that is **20 more jobs and about $9,000 more revenue every month**.

Over a year: **$108,000 in first-visit revenue**, before a single maintenance agreement or replacement. Each additional 10 points adds roughly the same again. And unlike more advertising, answering the calls you are already paying for has no cost per click.

FIGURE 4 · ADDED FIRST-VISIT REVENUE PER YEAR, STARTING AT 66%



1,000 calls/month · 40% bookable · 50% booking rate · $450 average first visit.

05 · WHERE THE LEAKS ARE

The four moments calls go unanswered

Peak spikes

Monday mornings and weather events push call volume past what a fixed staff can answer at once.

Breaks & lunch

The noon hour is busy for homeowners and empty for the office. Same for sick days and PTO.

After hours

Evenings and weekends are when homeowners finally have time to call — and often when emergencies happen.

Wrong person

When the dispatcher, office manager or owner doubles as the phone, the phone loses.

MEASURE IT THIS WEEK

Find your true answer rate

1. Export last month's call log from your phone system or call-tracking tool — every inbound call, answered or not.
2. Divide answered calls by total calls. Then do it again for each hour of the day and each day of the week.
3. Count missed callers who never appear again in your software as a booked job.
4. Multiply by your booking rate and average ticket. That is your number.

SERVICE PROCALL · SHARED & DEDICATED INBOUND

Answer every call — including the overflow and after-hours ones.

Trained agents pick up when your team can’t, book into your schedule, and hand off emergencies the way you want them handled.

800-458-6211

serviceprocall.com

SOURCES

1. Service Direct, Home Service Call Performance Report (2019), as reported by Abby Connect.

2. Forbes survey on voicemail behavior, as reported by DestinationCRM.

3. Message Direct consumer research on unanswered calls, as reported by Windsor Telecom.

Revenue model figures are illustrative assumptions, not guarantees. © Service ProCall.