Missed-Call Baseline (Example)

A 1-page estimate of missed-call leakage and recovered revenue from missed-call text-back + booking. This is an example. Your actual baseline uses your call routing, hours, and booking value.

Topline estimate

Inbound calls / day

40

typical for an established med spa

Missed-call rate

25%

after-hours + treatment-time overlap

Missed calls / day

10

40 × 25% = 10

Recovered revenue / day

$2,000

10 × $200 avg booking

> **Opportunity:** If even 30% of missed calls convert via fast text-back + booking, this example recovers ~3 bookings/day (~$600/day) without changing ad spend.

Assumptions (example)

- Calls peak during treatments and after 5pm; voicemail response is delayed.

- Average booking value $200 (mix of consults + services).

- Missed-call rate 25% (varies widely by staffing and hours).

- Recovery rate 30% (fast text-back, call-back routing, booking link).

What we install

- Missed-call text-back within 60 seconds

- After-hours routing and call-back schedule

- Booking link and simple qualification prompts

- Owner alerts for high-intent callers

Next step: book a 15-min baseline call

https://callcatcherops.com/callcatcherops/intake.html

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