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

example only

Missed-call rate

25%

after-hours + busy-hours overlap

Missed calls / day

10

40 × 25% = 10

Recovered revenue / day

$2,000

10 × $200 avg appointment

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 lunch/busy hours and after-hours; voicemail response is delayed.
- Average appointment value $200 (varies widely).
- 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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