

# US HVAC Inbound Response Time Benchmark

Winter 2026 edition • Web contact forms & call inquiries

## Key statistic

**78% of customers buy from the first company to respond**

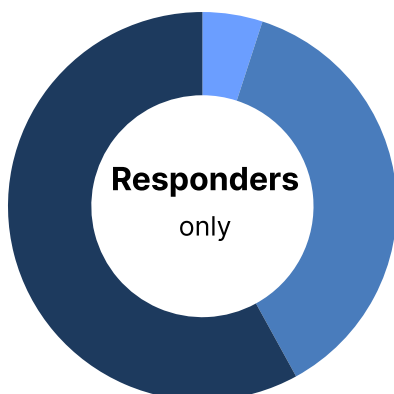
InsideSales.com, "Getting There First"




## Winter reality check for HVAC

- Homeowners treat a heating problem like an **emergency** - they are desperate and contact multiple providers.
- The **first** company to answer **wins**.
- The best operators **never miss the first ring**. They acknowledge **instantly** with AI, qualify automatically, and book before competitors even call back.

## How do you compare to the fastest HVAC companies

Source: Qasten's secret shopper study



	Win window (<5 min)	3%
	5 min - 4 hours follow-up	39%
	Too slow (4h or more)	58%

## Why this matters (Revenue Framing)

### A simple revenue example

If you receive **50 inbound requests** per month and lose **25%** due to slow response, that's  $50 \times 12 \times 25\% = \mathbf{150}$  missed opportunities per year.

If your average booked job is \$350, that's about  $\$350 \times 150 = \mathbf{\$52,500}$  in annual revenue at risk.

Monthly inbound calls	Jobs lost (25%)	Annual revenue at risk (\$350/job)
20	5	~\$21,000
50	12-13	~\$52,500
100	25	~\$105,000

### What “Good” looks like

#### Instant acknowledgment

Auto-text/email confirms the request and sets a clear expectation.

#### Human follow-up within 5-15 minutes

Treat every inbound request like an emergency.

#### After-hours coverage

Nights and weekends are when “missed calls” become lost jobs.

#### Book in the same interaction

Don't create phone tags. Offer 2-3 available times and lock the slot immediately.

### Takeaways

Some HVAC companies now respond instantly, qualify the issue, and book appointments automatically with AI - even after hours.

**Want to see how much faster response time could grow your business?**

**We offer 7 day risk-free Pilots for HVAC companies.**