

# WHAT YOUR MISSED CALLS COST

A sum sheet. Four numbers you already have (or can count in one week), one sum, and a yearly figure most owners would rather not see. Then the three fixes, and where each one falls down, so you can pick the one that is actually smaller than the leak.

A4 · PRINT IT · FILL IT IN WITH THE PHONE LOG OPEN · 2026

## STEP 1: THE FOUR NUMBERS

|          |                                                                                                                                                                                                                            |                        |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>A</b> | <b>CALLS THAT COME IN, IN A WEEK</b><br>Count them for one normal week. Open the call log on the mobile and the landline, including the ones that rang out. Do not guess; the guess is always low.                         | CALLS A WEEK           |
| <b>B</b> | <b>SHARE THAT GO UNANSWERED</b><br>Rang out, went to voicemail, or hit engaged. Missed calls divided by all calls. Write it as a decimal: one in four is 0.25. Count a voicemail as missed: most callers do not leave one. | SHARE MISSED (0.00)    |
| <b>C</b> | <b>SHARE OF THOSE THAT WOULD HAVE BOOKED</b><br>Be honest: not every missed call is a job. Use the booking rate on the calls you do answer as the guide. Half is 0.5.                                                      | SHARE THAT BOOK (0.00) |
| <b>D</b> | <b>AVERAGE JOB VALUE</b><br>The first job, not a lifetime. If you do not know it, take last month's sales and divide by last month's jobs. Verified stand-ins are in the table below.                                      | £ PER JOB              |

## THE SUM

$$\begin{array}{c}
 \boxed{\text{A CALLS}} \times \boxed{\text{B MISSED}} \times \boxed{\text{C WOULD BOOK}} \times \boxed{\text{D £ JOB}} = \boxed{\text{£ LOST A WEEK}} \\
 \boxed{\text{£ LOST A WEEK}} \times \boxed{\text{WEEKS } 52} = \boxed{\text{£ LOST A YEAR, BEFORE ANY REPEAT WORK}}
 \end{array}$$

| VERIFIED JOB VALUES<br>YOU CAN USE FOR D | FIGURE                         | WHAT IT MEANS FOR THE SUM                                                                                                                           |
|------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Plumber call-out                         | <b>£80 TO £150</b>             | The first visit only. The repair or the boiler that follows is on top. A missed call loses the call-out and the follow-on.                          |
| New roof                                 | <b>£8,000<br/>AVERAGE</b>      | Range £4,000 to £19,000. One missed call in storm week can be most of a month's turnover.                                                           |
| Podiatry                                 | <b>£50 TO £148<br/>A VISIT</b> | Patients rebook every 6 to 8 weeks, so one new patient is roughly 6 to 8 visits a year, not one fee. Use the first-year value, not the first visit. |

Job values verified by Bad Boy Labs, 2026. Everything else on this sheet is yours to fill in.

## WORKED EXAMPLES (EXAMPLE FIGURES, NOT FORECASTS)

### A PLUMBER

|                      |             |                                                |
|----------------------|-------------|------------------------------------------------|
| A: calls a week      | <b>40</b>   | example                                        |
| B: share missed      | <b>0.25</b> | example, one in four                           |
| C: would have booked | <b>0.5</b>  | example, half                                  |
| D: job value         | <b>£120</b> | inside the verified £80 to £150 call-out range |

$$\begin{aligned}
 &40 \times 0.25 \times 0.5 \times £120 = £600 \text{ a week} \\
 &£600 \times 52 = £31,200 \text{ a year}
 \end{aligned}$$

Before the follow-on work from those jobs. Put your own four numbers in and the figure will be different. The point is that it will not be small.

### A PODIATRY CLINIC

|                                 |            |                                       |
|---------------------------------|------------|---------------------------------------|
| Missed new-patient calls a week | <b>2</b>   | example                               |
| C: would have booked            | <b>0.5</b> | example, half                         |
| Visit value                     | <b>£80</b> | inside the verified £50 to £148 range |
| Visits in year one              | <b>7</b>   | from rebooking every 6 to 8 weeks     |

$$\begin{aligned}
 &2 \times 0.5 \times £80 \times 7 = £560 \text{ a week of first-year value} \\
 &£560 \times 52 = £29,120 \text{ a year}
 \end{aligned}$$

A clinic that counts a missed call as one lost appointment is dividing the real figure by about seven.

## STEP 2: THE THREE FIXES, AND WHERE EACH FALLS DOWN

### FIX 1: MISSED-CALL TEXT-BACK

#### WHAT IT IS

A text goes to the caller within seconds of the call ringing out: "Sorry we missed you, how can we help?" Software does it; nobody has to notice the missed call.

#### WHERE IT FALLS DOWN

The caller has usually already rung the next name on Google. It only works if someone reads and answers the replies within minutes. It does nothing for withheld numbers or landline callers, and it does not book anything.

#### RIGHT FOR

Catching a share of the leak cheaply while you fix the rest. A floor, not a fix.

### FIX 2: A CALLBACK ROTA

#### WHAT IT IS

A named person rings back every missed call within ten minutes, every working hour, and logs it. Costs nothing but discipline.

#### WHERE IT FALLS DOWN

On the tools, driving, evenings, weekends. The rota slips the first busy week and the log is the first thing to die. Ten minutes is already long enough for the caller to have booked elsewhere.

#### RIGHT FOR

Firms with office staff at a desk in office hours, and a leak that is mostly in office hours. Check your phone log: it usually is not.

### FIX 3: CALLS THAT GET ANSWERED

#### WHAT IT IS

A receptionist, a human answering service, or an AI receptionist (software that answers in your business name, asks the questions you choose, and books into your diary or takes the details). The call is answered first time, including at 7pm on a Sunday.

#### WHERE IT FALLS DOWN

A message-taking service is just a slower callback with a bill attached. A receptionist does not work nights. An AI receptionist needs your scripts and calendar set up properly and must be tested with real calls before it goes live, or it mangles names and jobs.

#### RIGHT FOR

Any firm where the yearly figure on page 1 is bigger than the cost of the fix. That is the whole decision.

## STEP 3: THE DECISION

My yearly figure from Step 1: £ \_\_\_\_\_. The yearly cost of the fix I am considering (ask the vendor for the number): £ \_\_\_\_\_. If the first number is bigger, the fix pays for itself; the one I will try first is \_\_\_\_\_.

If the yearly figure is smaller than any fix would cost, do nothing, keep this sheet, and count again when you are busier. That is a legitimate answer.

# WANT TO HEAR AN AI RECEPTIONIST ANSWER AS YOUR BUSINESS BEFORE YOU DECIDE?

Put your number in and it rings you back in under a minute, answering as your firm, so you can judge it with your own ears rather than from a brochure.

**[badboylabs.com/hear-it](https://badboylabs.com/hear-it)**

If your Step 1 figure came out small, you do not need this. Keep the sheet and count again next quarter.