What a missed call actually costs you (do the math)

> *“Everyone says missed calls lose money, but nobody shows the number — is it $50 a month or $5,000 a month for a business like mine?”*

Category: customer-communication	**Setup Time:** ~10 minutes	**Estimated Hours Saved:** 1 hrs/week	**Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Three numbers you already have: missed calls per week (check your call log), the share that were real prospects (a common planning range is 50–70%, and it's your call to make, not a vendor's), and your average ticket. Multiply them together, times 4.33 weeks — that's the monthly revenue at risk. The table below pre-computes the common scenarios so you can read your row in ten seconds.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Your phone's call log or carrier bill: (Free)**
- **The table on this page: (Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Count last month's missed calls**
   Call log or carrier bill — count calls that rang out or hit voicemail with no message left. Include after-hours calls; they're usually the most valuable half.

2. **Estimate the prospect share**
   Not every missed call was a buyer — vendors, spam, and existing clients dilute it. Pick a share you believe; 50–70% is a common planning range. This one assumption moves the answer more than anything else.

3. **Write down your average ticket**
   What one booked job or appointment is worth to you. A $60 service and a $600 job are very different leaks.

4. **Multiply — or read the table below**
   Missed calls per week × prospect share × average ticket × 4.33 weeks. The pre-computed table covers the common rows so you can skip the arithmetic.

5. **Decide what the number justifies**
   Under roughly a hundred a month: nothing to buy. A few hundred: a missed-call text-back tool (about $15 to $25 a month) pays for itself recovering a booking or two. Into the thousands: text-back is triage — you need coverage that answers, which is when the AI-receptionist cost comparison is worth reading.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: How accurate is this?

A: It's an estimate shaped like your business instead of an industry average — which is exactly what makes it honest. The prospect-share assumption moves it most; spend the five minutes in your call log before trusting any row.

Q: What about repeat callers and lifetime value?

A: The table deliberately leaves them out — it understates the leak for businesses where one new client means years of appointments. If that's you, the real figure is higher than your row.

Q: A vendor told me missed calls cost me $X thousand a month — are they lying?

A: Not necessarily — they're just choosing your assumptions for you, always upward. Run the formula with your own call log and you'll know within a few minutes whether their number describes your business or their quota.