



SPECIAL REPORT

THE REAL COST OF MISSED CALLS

Shockingly, nearly two-thirds of calls made to small businesses go unanswered.

Busy, hard-working people commonly find themselves in situations where answering the phone is impossible.

On a job site, meeting clients, operating noisy equipment, or just being on the phone can prevent you from answering every call.

The costly problem is that most callers do not leave a voice message and few will call back.



**62% of calls
to small businesses
go unanswered.***



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More than 80% of people who hire a realtor do so by choosing the first person to return the call.*



*Seth Godin, *This is Marketing* (Portfolio/Penguin, 2018).



IMPATIENT

People are very impatient, having been spoiled by same-day Amazon deliveries and fast-food drive-throughs.

According to a McKinsey 2025 report, consumers are more intent on immediate gratification.

- 45% of consumers say technology has made them more impatient (YouGov)
- 80% list speed and convenience as most important (PwC)

It's more critical than ever to respond immediately when contacted by your customers.



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Three out of every four callers will refuse to leave a voicemail.*

*High Level Marketing Research

FRUSTRATED

After conducting online research, reading reviews and finally deciding what upgrades they wish to make to their home, John and Michelle start calling contractors.

The first contractor they call doesn't answer. Neither does the second. Frustrated, they call a third contractor who responds immediately and, ultimately, secures the work.

If 75% of callers won't leave a voicemail and many of those won't even call you back, it becomes necessary to utilize technologies that communicate with your prospects, to keep them hot, until you can respond personally.





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Missed Calls = Lost Customers = Lost \$\$\$

REAL MONEY

Customers try to make contact in different ways. They can call you. They might visit your website and submit a contact form.

But you're busy. Sometimes you miss a call. Unfortunately, some of those missed callers are moving on to your competition.

The hidden costs include:

- Missed opportunities
- Damage to your reputation
- Missed reviews, lost referrals
- The stress of catching-up

The real cost of missing calls, of failing to respond immediately to those contacting your business, is lost money.

It's possible to estimate the amount of money that is lost to missed calls.

CALCULATE

Calls Per Week	40
% of Calls Missed	20%
Total Calls Missed	8
\$\$\$ per Customer	\$400
Lost per Week	\$3,200
Weeks per Year	52
Lost \$\$\$ per Year	\$166,400



Depending upon the business you're in, the actual amount of money lost per year could be more or less than the example.



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There is a solution for this problem.

**ReplyFast responds instantly for you,
so that missed callers don't have a reason
to contact your competition.**

We offer a complete suite of solutions customized for you.



TEXT

Missed callers automatically receive a personalized text message from you in seconds.



CHAT

Running 24/7 on your website, chat is equipped to answer questions, collect contact information from callers and more.



VOICE

Automated phone attendant is trained to answer callers' questions just like a real receptionist.