

FREE E-BOOK · FOR BUSINESS OWNERS & OFFICE MANAGERS

The Missed-Call Money Leak

Every week your phone rings with money on the line — and a chunk of those calls die on hold, in voicemail, at lunch, or after hours. This is the 15-minute method to measure exactly what missed calls cost YOUR business, and how an AI receptionist answers every single one for less than one missed job per month.

The math nobody runs on their own phone

You track ad spend to the penny. But the phone — the channel where buyers are *already trying to give you money* — usually has zero measurement. Here's the leak formula. **The numbers below are an illustrative worked example, not research findings** — plug in your own and the answer changes:

Inbound calls per day	20
Share that go unanswered (after-hours, lunch, on another call)	~1 in 4 → 5 calls
Callers who won't leave a voicemail (most hang up and dial your competitor)	4 of those 5
Of recovered callers, how many would have booked	1 in 3
Average ticket	\$300
Revenue leaking per month (22 business days)	≈ \$8,800

Run it with your own numbers — even at half these assumptions, the leak is usually **thousands per month**. And it's invisible: a missed call leaves no invoice, no complaint, no trace. Just a competitor's new customer.

The voicemail delusion: "they'll leave a message" is the most expensive sentence in small business. Watch your own behavior — when you call a business and get voicemail, do you leave one... or call the next result on Google? Your customers are no different.

Where calls actually die (find your leak points)

LEAK POINT	WHAT'S HAPPENING	TYPICAL SHARE OF MISSES
After hours & weekends	Your buyers research at night. Service emergencies don't keep office hours. The 7pm caller books with whoever answers.	The biggest leak for most
Lunch & meetings	The 12–1pm window is peak call time for customers on THEIR lunch break — exactly when nobody's at your desk.	Predictable, daily
Already on a call	One line, one receptionist: the second caller hears ringing or voicemail. You're literally paying to be busy.	Grows with your success
Hold abandonment	"Your call is important to us" — most callers bail inside 1–2 minutes of hold music.	Silent and unmeasured
The wrong-person bounce	Call answered, transferred twice, dropped. Technically "answered," practically lost.	The hidden one

The 15-minute self-test (do this today)

- ☐ Call your own business after closing time. What actually happens? Time it.
- ☐ Call during lunch from a number you don't save. Count the rings.
- ☐ Leave a test voicemail Friday 6pm. When does anyone act on it?
- ☐ Ask your phone provider for last month's **unanswered-call count** — if they can't tell you, that's your answer about the system, too.

How AI plugs every leak — at once

Until recently your options were "hire a second receptionist" (\$35k+/yr), an answering service that reads a script badly, or voicemail. AI answering changed the economics completely:

LEAK	THE AI FIX
After hours / weekends	AI receptionist answers 24/7/365 — in seconds, every time. Books the appointment or takes the job details at 11pm like it's 11am.
Lunch / on another call	Infinite parallel lines. The AI takes call #2 and #7 simultaneously while your team handles call #1.
Voicemail hang-ups	Instant missed-call text-back: any caller who slips through gets an immediate SMS — "Sorry we missed you, want us to call back or book here?" The lead is captured before they dial a competitor.
Hold abandonment	No hold. The AI answers FAQs (hours, pricing, directions, "do you do X?") on the spot and only hands humans the calls that need humans.
Wrong-person bounce	AI qualifies and routes: sales call → owner's cell; service request → ticket created; vendor → voicemail, politely.
The invisible leak itself	Every call logged: transcript, summary, caller intent, outcome — pushed to your CRM. The leak finally shows up on a dashboard.

Honest caveat: AI shines on the routine calls — answering, capturing, booking, routing. Complex or upset callers should hand off to a human fast, and a good setup does exactly that. If a vendor tells you AI should handle 100% of calls, hang up on them.

The economics: an AI receptionist runs a small flat monthly fee — typically less than **one missed job per month**. It doesn't call in sick, doesn't take lunch at noon, and answers on the first ring at 2am.

PLUG THE LEAK THIS WEEK

Want to hear it answer YOUR phone?

SNVoip bundles the phone system, the AI receptionist, missed-call text-back, and call analytics on one bill — with humans (ours) a handoff away. Tell us about your call volume and we'll show you the before/after math for your exact business.



AI receptionist quote

2-minute form — we size it to your call volume and show the monthly math.

snvoip.pages.dev/quote



Free bill + leak audit

Send your current bill — we mark up the waste AND the miss points, line by line.

snvoip.pages.dev/quote



Plans, side by side

Starter, Business and Enterprise — every feature listed side by side.

snvoip.pages.dev/plans



Keep your number

Porting is free and federally protected. We do the paperwork.

snvoip.pages.dev/port-my-number