

What a missed call costs

A missed call is not a lost job by itself. It's a lost job only if the caller never hears back. Here's the exact method, the default assumptions, and three worked examples at different job values.

No signup, just download. Run your own numbers at tannerpreserve.co/tools/missed-call-calculator.
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The method

Start with calls per week, then narrow down in order: how many get missed, how many of those callers never call back, and of the ones who do reach a person, how many actually turn into a booked job. Multiply the surviving share by the average job value to get dollars lost.

The 80% "never calls back" default is ours. Search results widely repeat "85%", but that figure traces to an uncited 2016 vendor blog post, not a study. A 2023 411 Locals survey of 85 businesses found 62.2% of business calls went unanswered, a different number (share missed, not share who never call back). Nothing rigorous exists for the never-calls-back share, so 80% sits inside the commonly cited 62 to 85 percent range rather than at either edge.

Break-even math

Grow costs \$297 a month. Divide that by the average job value and you get the number of jobs Grow would need to recover in a month, at that job value, for the plan to pay for itself. Everything recovered past that is what missed-call text-back is actually worth.

Three worked examples

Small job, \$300 average job

INPUT	VALUE
Calls per week	15
Share of calls missed	30%
Share of missed callers who never call back	80%
Close rate on a call that connects	35%

RESULT	VALUE
Missed calls per week	4.5
Callers lost for good, per week	3.6
Jobs lost per month	5.5
Jobs lost per year	65.5
Dollars lost per month	\$1,638
Dollars lost per year	\$19,656
Jobs Grow (\$297/mo) needs to recover per month to pay for itself	0.99

Grade on how the phone gets handled (share missed times share never calls back): **D**

Mid-size job, \$1,200 average job

INPUT	VALUE
Calls per week	20
Share of calls missed	30%
Share of missed callers who never call back	80%
Close rate on a call that connects	40%

RESULT	VALUE
Missed calls per week	6
Callers lost for good, per week	4.8
Jobs lost per month	8.3
Jobs lost per year	99.8
Dollars lost per month	\$9,984
Dollars lost per year	\$119,808
Jobs Grow (\$297/mo) needs to recover per month to pay for itself	0.25

Grade on how the phone gets handled (share missed times share never calls back): **D**

Large job, \$5,000 average job

INPUT	VALUE
Calls per week	10
Share of calls missed	25%
Share of missed callers who never call back	80%
Close rate on a call that connects	45%

RESULT	VALUE
Missed calls per week	2.5
Callers lost for good, per week	2
Jobs lost per month	3.9
Jobs lost per year	46.8
Dollars lost per month	\$19,500
Dollars lost per year	\$234,000
Jobs Grow (\$297/mo) needs to recover per month to pay for itself	0.06

Grade on how the phone gets handled (share missed times share never calls back): **C**

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