

The Missed Call Leak: What an Unanswered Phone Really Costs

The prompts

You are helping me find out what missed enquiries are actually costing [BUSINESS NAME], a [INDUSTRY] business in [SUBURB OR CITY].

Here's what I know:

- Average job or booking value: \$[X]
- In a normal week, we estimate we miss, don't answer in time, or lose track of about [NUMBER] enquiries. Count phone calls that went unanswered, forms nobody replied to same day, and DMs that sat unread.
- Our current process when someone reaches out: [describe, e.g. "rings out to voicemail", "goes to a shared inbox", "DMs sit until someone checks socials"].
- Of the enquiries we DO answer quickly, roughly [PERCENT]% turn into a booked job.

Using only this information:

1. Calculate the estimated number of enquiries lost per year, and the estimated dollar cost, showing your working.
2. Compare that cost to what a basic triage or answering system might reasonably cost to run in a month. If you don't have a real figure, ask me for one rather than inventing it.
3. Identify the single weakest point in how enquiries currently reach us, the channel most likely to be missed.
4. Suggest the smallest possible first fix for that one weak point, something a person could set up or approve this week, not a full system.

Keep it under 350 words, plain English, and show the maths rather than just the conclusion.

You are helping me audit what happens after hours at [BUSINESS NAME], a [INDUSTRY] business in [SUBURB OR CITY].

Our current hours are [OPEN HOURS]. Outside of those hours, here's what actually happens when someone tries to reach us:

PHONE: [e.g. "rings out with no voicemail", "voicemail, checked once a day"]

WEBSITE FORM OR DM: [e.g. "sits until the next morning", "nobody's assigned to check it"]

WALK-IN OR AFTER-HOURS EMERGENCY: [describe what a customer sees or hears if they try to reach you right now, at 9pm on a Saturday]

Using only this information:

1. Estimate what proportion of our total enquiries likely arrive outside business hours, based on the nature of our business (a trade with emergencies will differ from a business that only operates during set hours).
2. For each channel above, say plainly what a customer experiences right now if they

reach out after hours, and whether that reads as "we've got this" or "you're on your own."

3. Suggest the minimum viable after-hours coverage for this business: not a full AI receptionist necessarily, just the smallest change that stops a genuine emergency or a hot lead going cold overnight.

4. Flag anything after-hours that should still always reach a real person immediately, no matter what, and why.

Under 350 words, plain English.

File 1: missed-enquiry-cost-calculator-prompt.txt (the first prompt above)

File 2: after-hours-coverage-audit-prompt.txt (the second prompt above)

File 3: The Missed Enquiry Audit (one page)

THE MISSED ENQUIRY AUDIT

Every channel a customer could use to reach us:

Phone ☐ Website form ☐ Email ☐ Social DM ☐ Walk-in ☐

For each channel ticked, average response time in a normal week: _____

For each channel ticked, average response time on the busiest day: _____

Estimated missed or late enquiries per week: _____

Average job or booking value: \$_____

Estimated annual cost of the leak (value x missed x 52): \$_____

The single weakest channel is: _____

What happens to that channel's enquiries after hours: _____

Who currently owns "make sure nothing gets missed": _____

(If the honest answer is "nobody specifically," that's the finding.)