Boostix AI

FREE WORKSHEET FOR SERVICE BUSINESSES

The Missed-Call Cost Calculator

Find out what unanswered calls could be costing your business, using only your own numbers. Takes about 10 minutes with your call log in front of you.

Every call that rings out could be a job that went to someone else. This worksheet follows your calls through to revenue, step by step, so you can see the number for yourself. There are no industry averages in here: the result is only as good as the numbers you write in.

> **How to use it:** 1) Fill in your numbers on this page (pull them from your phone provider's call log or app, or count voicemails for one week). 2) Run the math on page 2. 3) Compare with the worked example. Prefer it done for you? Use the live calculator at **boostixai.com/missed-call-calculator**.

Step 1: Your numbers

A	**Inbound calls per week** All calls to your business number in a normal week.	Example: 50	
B	**Missed calls per week** Busy, on a job, after hours, weekends. If you only know a %, write A × % (example: 50 × 20% = 10).	Example: 10 (20%)	
C	**% of missed callers who never reach you** No call back, or they went to a competitor.	Example: 50%	%
D	**% of calls that are new-customer leads** Leave out existing customers, vendors and spam. Use 100% to count every caller.	Example: 50%	%
E	**Booking / close rate** Out of 10 new callers you actually talk to, how many book a paid job?	Example: 30%	%
F	**Average job value** Average invoice for a typical first job or visit.	Example: $350	$
G	**Repeat-customer lifetime multiplier (optional)** How many times their first job a typical customer spends with you over time. Skip if unsure.	Example: 3×	×

Step 2: Run the math

Turn percentages into decimals before multiplying (30% = 0.30). We use 52 weeks ÷ 12 months = 4.33 weeks per month.

1. Missed calls per week	`= B`	
2. Callers you never reach	`= line 1 × C`	
3. New-customer leads lost	`= line 2 × D`	
4. Lost jobs per week	`= line 3 × E`	
5. Lost jobs per month	`= line 4 × 4.33`	
6. Lost jobs per year	`= line 4 × 52`	
7. Lost revenue per month	`= line 5 × F`	$
8. Lost revenue per year	`= line 6 × F`	$
9. Lifetime value lost per year (optional)	`= line 8 × G`	$

Worked example

Using the same example numbers as the live calculator: A = 50 calls/week, B = 10 missed (20%), C = 50%, D = 50%, E = 30%, F = $350, G = 3.

STEP	MATH	RESULT
Missed calls / week	`50 × 20%`	**10**
Never reached	`10 × 0.50`	**5**
New-customer leads lost	`5 × 0.50`	**2.5**
Lost jobs / week	`2.5 × 0.30`	**0.75**
Lost jobs / month	`0.75 × 52 ÷ 12`	**3.25**
Lost jobs / year	`0.75 × 52`	**39**
Lost revenue / month	`3.25 × $350`	**≈ $1,138**
Lost revenue / year	`39 × $350`	**$13,650**

$1,138
estimated revenue lost per month (example)

$13,650
estimated revenue lost per year (example)

39 jobs
lost per year, about 3.3 a month (example)

Step 3: What your number means

If it looks high

Double-check your inputs against a real week of call logs. If it still holds, missed calls are one of the cheapest leaks to fix, because those customers already wanted to hire you.

If it looks low

You might be in good shape. Re-run it in your busy season, or count after-hours and weekend calls separately; they're easy to miss in a normal week.

Three things you can do this week

1. Change your voicemail greeting to tell callers exactly when they'll hear back.
2. Turn on a text-back for missed calls if your phone provider offers it.
3. Call back every voicemail the same day, starting with new numbers.

Stop losing calls: get a 24/7 AI receptionist

Boostix AI sets up a done-for-you AI voice receptionist for your business. It answers every call, day or night, books appointments and follows up.

- Every call answered, 24/7: nights, weekends, and while you're on a job.
- Callers get booked or qualified with the questions you choose.
- Urgent calls can be routed to you. Every lead lands in your CRM and on your phone.

Try the live calculator **Book a free demo call**

Live calculator: **boostixai.com/missed-call-calculator** · Book a demo: **boostixai.com/request-a-demo**

Disclaimer: The results of this worksheet and of the live calculator are estimates based only on the numbers you enter. The example values are for illustration and are not industry statistics. Nothing here is a forecast, or a guarantee of results or revenue.

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