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AFTER-HOURS CALL BRIEF

Who calls your building after business hours?

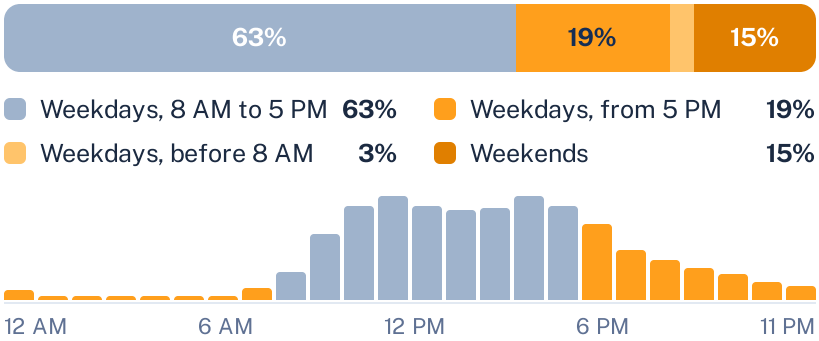
What 280,000 senior living calls show about the hours when your front desk is thin or closed.

37%
of all call volume

21%
of admission calls
come in after business hours

20%
of employee interest calls

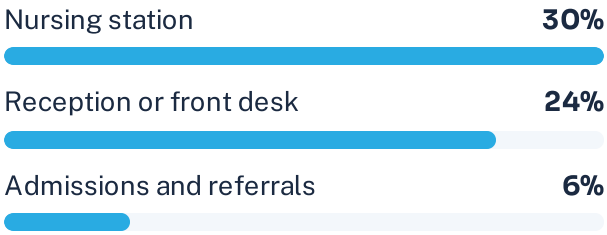
When calls come in



Calls by hour, all days. Orange hours are before 8 AM or from 5 PM.

- The busiest hours are 11 AM and 3 PM, at about 10% of calls each.
- At 6 PM, calls still run at about half the 3 PM peak.
- A weekend day brings in a little under half the calls of a weekday.

Why people call



Reasons come from call labels, so the groups don't add up to 100%.

81%
of calls were transferred to a staff member

22 sec
typical call length

Most callers need the right person fast. Speed and routing matter more than a long talk.

What it means for your building

1. **Over a third of your calls land off hours.** That's when the front desk is thin or closed.
2. **Admissions don't wait for Monday.** Families call after work. Hospitals call when a discharge is ready.
3. **Job seekers call after their own shifts.** A call that rings out can be a hire you don't make.
4. **Every unanswered admissions call is a risk.** That family may call the next building on its list.

Want to know how your building handles after-hours calls?

Get a free after-hours audit

How we counted. Modeled from over 280,000 real calls to senior living buildings from Jan 20 to Oct 31, 2026.

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