

8 Key Stats About Missed Calls

Here's the data behind what a missed call really costs your business.



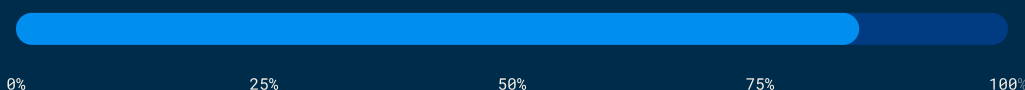


STAT 01

Home service contractors miss **27% of inbound calls**. That's more than one in four customers calling you, getting nothing, and going with your competitor.

85%

OF CALLERS WHO DON'T REACH SOMEONE

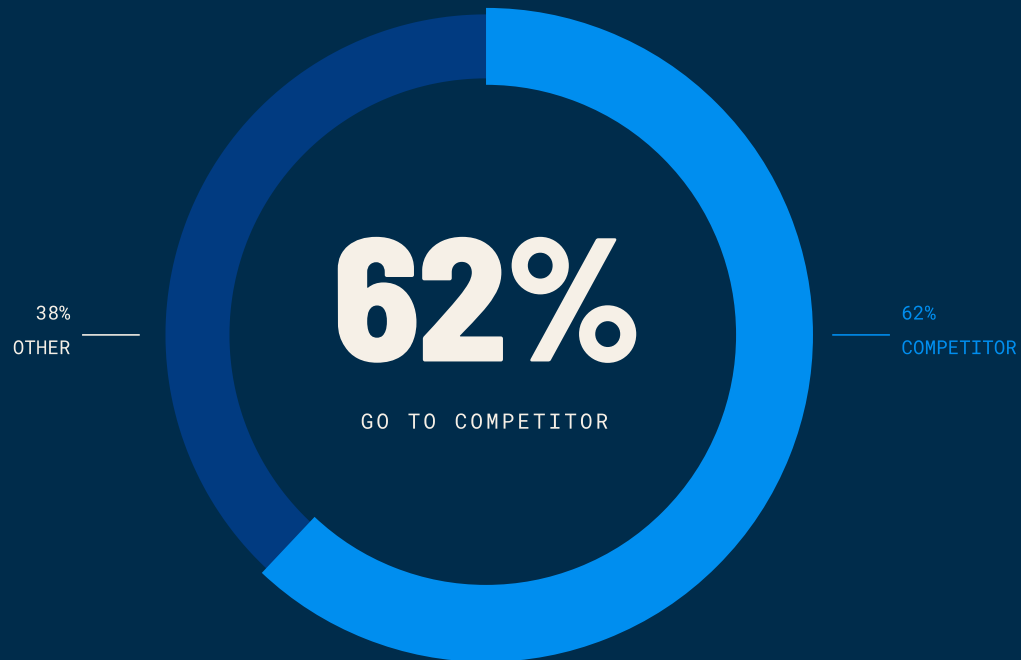


WILL NEVER CALL BACK

STAT 02

85% of callers who don't reach someone will never call back.

They probably won't try again tomorrow. The moment they hang up, that job is gone.



STAT 03

62% of those callers will contact a competitor instead. You didn't just lose a lead. You handed it, warm and ready, to whoever picked up next.

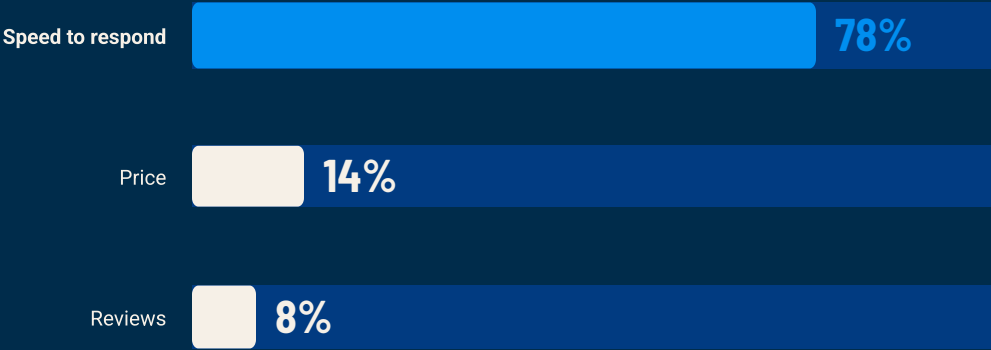


\$275 – \$1,200

PER UNANSWERED CALL

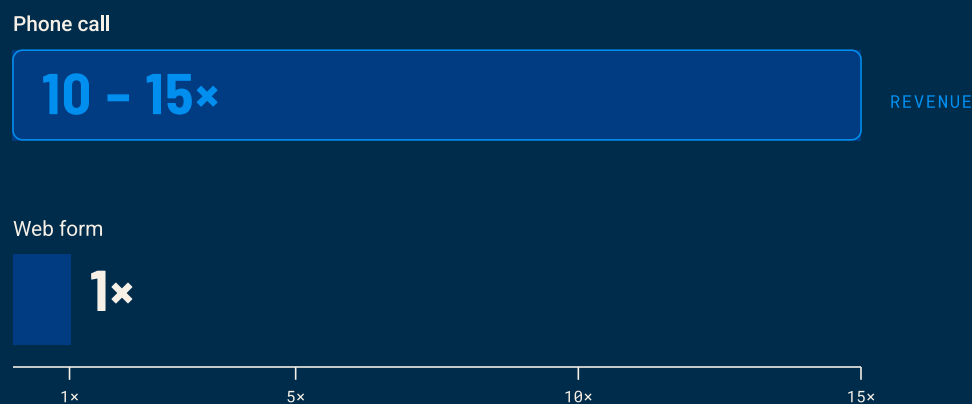
STAT 04

Each missed call costs home service contractors **between \$275 and \$1,200 per call**. And that's just the job. It doesn't count the repeat business, the referrals, or the five-star review that never happens.



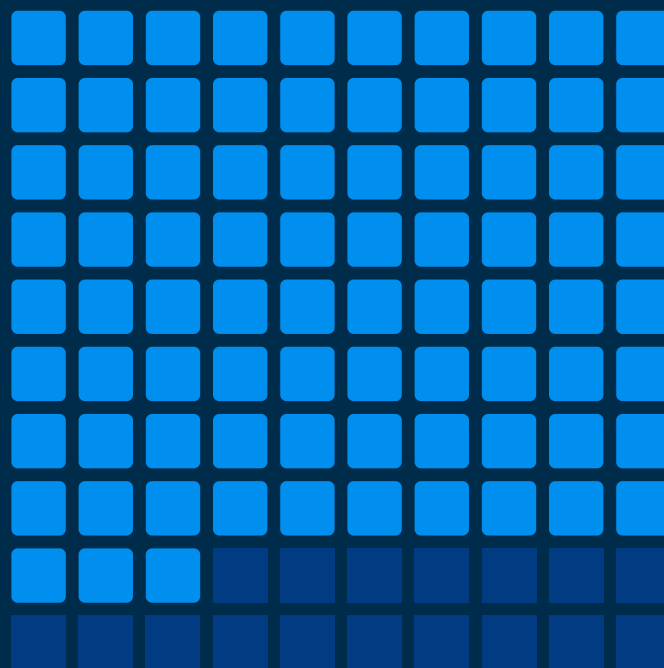
STAT 05

78% of customers hire the first contractor who responds. Not the cheapest, or the most reviewed. Customers choose the pros with the best speed to lead.



STAT 06

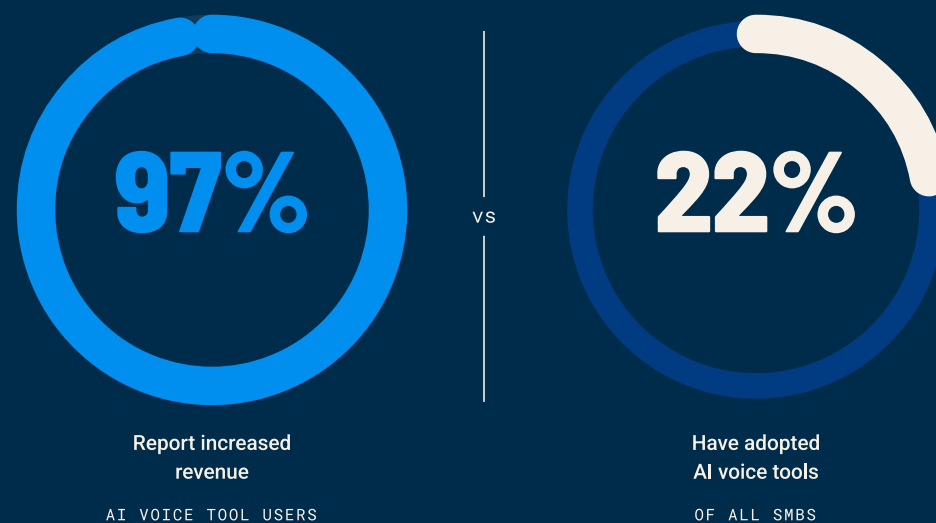
Phone calls convert to **10–15× more revenue than web form leads**. Treating them like an afterthought is one of the most expensive mistakes in the trades.



83%

STAT 07

83% of homeowners still prefer to call when they need a contractor. For home services, the phone can win or lose a job. Every other channel is just getting them to dial.



STAT 08

97% of businesses using AI voice tools report increased revenue, but only 22% of SMBs have adopted them. The gap between those two numbers is your opportunity. Most of your competitors still aren't answering. You can be the one who does.



Every stat in this report points to the same gap: most contractors are losing leads they never knew they had. The fix is faster than you think.

**Stop losing leads to missed calls.
See how Signpost can help.**

Book a Demo →