A TWO-MINUTE READ

What missed calls cost you



Every call you can't pick up is a customer deciding whether to wait or call someone else. A few a week adds up to real money.

When calls get missed

It's rarely anyone's fault.

On a job

Hands under a sink or up on a roof. The phone rings in the truck.

In the rush

Six tickets up, one person on the phone, and the line keeps ringing.

After hours

Burst pipes and late cravings don't keep business hours.

On another call

You're helping one customer while the next one hangs up.

Days off

Weekends, holidays and sick days still bring in calls.

Voicemail

Most callers won't leave one. They just try the next name on the list.

How it adds up: missed calls a week, times the share that are new customers, times how many of those would have booked, times what a typical job or order is worth, times 52 weeks.

What that looks like

Sample numbers, not averages.

A plumber on a busy week

Missed calls per week	6
× 50% are new jobs	3 calls
× 40% close rate	1.2 jobs lost
× $350 average job	$420 a week
× 52 weeks	$21,840

$21,840 a year, from 6 calls a week

A pizza shop in the dinner rush

Missed calls per week, mostly in the rush	15
× 90% are orders	13.5 calls
× 70% would have ordered	9.45 orders lost
× $32 average order	$302.40 a week
× 52 weeks	$15,724.80

$15,725 a year, from 15 calls a week

WHEN NOBODY ANSWERS

The caller doesn't wait.

- **They call the next name on the list.** The shop that picks up gets the burst pipe, the dead AC or the Friday order.
- **Most don't leave a voicemail.** You can't call back someone who never left a message.
- **Callbacks come too late.** By the time you're off the roof, they've booked someone else.
- **The rush is the worst time to miss.** A ringing phone at 6 pm is an order going down the street.

WHAT THE RESEARCH SHOWS

44%[1]
of calls to businesses never reach a person.

42%[2]
of consumers say they leave a voicemail when a business doesn't answer.

69%[3]
of missed business calls get no callback within 48 hours.

AROUND THE CLOCK

What your receptionist handles, 24/7

Answers every call
Nights, weekends and the lunch rush, in the voice you pick.

Takes messages
Name, number and what they need, written up clearly.

Books jobs
Into your open slots, by the rules you set.

Takes pickup orders
Order, name and pickup time, taken your way.

Spots emergencies
You set what's urgent, and you hear about it right away.

Emails you the details
Every message, booking and urgent call, in your inbox.

Connected to your systems

POS and online ordering · Order tracking · Scheduling and dispatch · Your CRM

We build each connection during setup, so callers get real answers like "your pizza is out of the oven", not "someone will call you back".

How it works

1. **Setup call**
   One call to go over your hours, prices, service area and how you want your receptionist to sound. No forms.
2. **We build and test**
   We build your receptionist and its connections, then run practice calls before it goes live.
3. **Forward your calls**
   Keep your number. Turn on call forwarding and your receptionist picks up when you can't.



Hear it yourself at ringpanda.ai

$500 one-time setup, then $149 a month for up to 300 minutes of calls. No contracts. Not happy in your first 30 days live? We refund your $500 setup fee.

Hear it answer

Book a setup call: hello@ringpanda.ai

Sources: 1. Invoca, Lead Conversion Benchmarks Report 2026, 70M+ calls in 10 industries (56% answered by a person), invoca.com/reports/the-invoca-lead-conversion-benchmarks-report-2026. 2. CallRail, survey of 1,000 U.S. consumers, Sept. 2025 (self-reported), callrail.com/blog/missed-calls-cost-businesses-more-than-ever. 3. Quo, 16.7M missed calls in three months, Aug. 2026, quo.com/blog/small-business-callback-statistics. Vendor data.