

FRAYZE · FREE GUIDE

The Missed-Call Money Leak

How lead-driven businesses lose four-figure jobs — and the 7-day fix.

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Every lead-driven business has a number it never sees on a report: the revenue that walks out the door because a call went unanswered, a web form sat for three hours, or a "thanks, I'll think about it" never got a follow-up. This guide shows you where the leak is, how to size it in dollars, and the system that plugs it — usually within a week.

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The leak nobody measures

When a customer needs what you sell — a vehicle, a roof, a furnace, a renovation — they rarely call one business. They call three. The job goes to whoever responds **first and best**, not whoever is cheapest or closest.

That means the most expensive thing in your business isn't payroll or ad spend. It's the gap between *"a customer raised their hand"* and *"someone got back to them."* Every hour in that gap, the odds of winning the job fall off a cliff.

The research is brutal and consistent:

- Respond within **5 minutes** and you're ~21x more likely to qualify the lead than if you wait 30 minutes.
- After **30 minutes**, the lead is effectively cold — they've already talked to a competitor.
- The average small business takes **hours** (or never) to respond to a web lead, and misses **20–30% of inbound calls** during busy periods.

21x

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You already paid for that lead — through your website, your Google ranking, your ad budget, your reputation. Letting it go unanswered is paying for inventory and then leaving it on the loading dock.

Size your leak in 60 seconds

Do this with your own numbers. It's uncomfortable on purpose.

1. **Missed or slow-handled leads per week.** Count missed calls, after-hours calls, and web forms that waited more than an hour. Be honest — check your phone log. Call this **L**.
2. **Your average job or deal value.** What's one closed customer worth? Call this **V**.
3. **Your close rate** on leads you *do* reach promptly. Call this **C** (e.g. 30% = 0.30).

$$\text{Monthly revenue leak} = L \times 4.3 \text{ weeks} \times V \times C$$

A used-car lot missing 8 leads/week, \$3,000 gross per deal, closing 25%: $8 \times 4.3 \times \$3,000 \times 0.25 =$
\$25,800/month in winnable gross, gone.

A contractor missing 5 leads/week, \$6,000 average job, closing 30%: $5 \times 4.3 \times \$6,000 \times 0.30 =$ **\$38,700/month**.

Even halve those numbers to be conservative. It's still the most profitable problem you can fix, because the leads already exist — you're just not catching them.

The five places leads leak

1. **The missed call.** No answer, no callback. The single biggest leak for phone-driven businesses.
2. **The after-hours window.** Half your leads come in evenings and weekends. If your response is "we open at 9," they're gone by 9.
3. **The web form black hole.** A form fills out, lands in an inbox, and waits. Speed is everything and email is slow.
4. **The first-conversation drop.** You talk once, they say "let me think," and no structured follow-up ever happens.
5. **The dead database.** Hundreds of past leads and customers sitting in a spreadsheet, never re-contacted.

The fix: a catch-the-lead system

You don't need more marketing. You need to stop dropping what marketing already brings in. A connected system does four things automatically, the moment a lead appears:

1 Missed-call text-back. A call goes unanswered → the caller instantly gets a text: "Sorry we missed you — what can we help with?" The conversation continues by text instead of dying. This one automation alone recovers a large share of the leak.

2 Instant lead response. A web form or message triggers an immediate reply and a task, so no lead waits in an inbox. Speed-to-lead drops from hours to seconds.

3 Automated follow-up. Every lead enters a sequence — texts and emails over the following days — so "let me think about it" turns into a booked appointment instead of silence.

4 One inbox, one pipeline. Calls, texts, web chat, and forms land in a single place your team can see and act on, with every lead tracked to an outcome.

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What "good" looks like

A business that has plugged the leak can say all of these:

- Every missed call gets an automatic text-back within seconds.
- No web lead waits longer than a couple of minutes for a first response.
- Every new lead is in a follow-up sequence, not just a notepad.
- Every lead has a status — nothing falls through.
- Past customers get re-activated, not forgotten.

None of this requires hiring. It requires a system running in the background while you do the work you're good at.

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The operator's note

Before Frayze, our founder built and ran the lead engine for a six-location auto group — and the single biggest lever was never a flashier ad. It was answering faster and following up relentlessly, automatically. The result was a 400% increase in inbound leads converted and \$1.7M in annual marketing savings, because the existing demand finally stopped leaking. Frayze packages those same systems for lead-driven businesses that can't afford to lose a four-figure job to a three-hour delay.

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Your next step

Run the calculation above. If your monthly leak is bigger than the cost of fixing it — and it almost always is — the math makes the decision for you.

Get a free, no-pressure missed-call and speed-to-lead audit: we'll show you exactly where your leads are leaking and what it's costing, in about 15 minutes. Then you decide.

The Missed-Call Money Leak — your move.

See exactly what your missed leads cost — free 15-minute audit.

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