Auto Attendant

AUTO ATTENDANT / RESEARCH & PRACTICAL GUIDANCE

Missed Call Callback Rate Worksheet: Track Same-Day Returns

> Get a business phone number with a simple auto attendant menu from Auto Attendant. A caller picks who they need and the call rings that person's own mobile, so nobody on your team has to publish a personal number.

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Executive Summary

A missed call callback rate worksheet measures two numbers from the call log a business already has: the **callback rate** (share of missed calls that received an outbound call within a stated window) and the **same-day callback rate** (share that received one by the close of the business day). The only large public benchmark found in this review for the first number comes from one vendor: Quo reported that **69%** of missed business calls received no callback within 48 hours, implying a **31%** average callback rate (www.quo.com).

The worksheet uses one row per missed caller per business day and eight columns. A worked example of 20 missed calls, 9 returned and 5 returned the same day gives **45%** and **25%**. The same percentages carry different confidence at different sizes: a 95% Wilson interval (a standard method for proportions) for 9 of 20 runs from roughly **25.8% to 65.8%**, while 90 of 200 runs from **38.3% to 51.9%** (itl.nist.gov). Below about 30 missed calls, report counts rather than percentages.

Public benchmarks are narrower than they look. CallRail's figures come from a survey of 1,000 consumers about what they say they do (www.callrail.com). The often repeated "62% unanswered" statistic traces to a 2016 vendor study of **85 businesses** over 30 days (411locals.us). Neither measures a small trade, clinic or firm against a callback outcome, so none supplies a verified "good" rate. Carrier history also varies: Verizon lists usage summaries for the past 90 days (verizon.com), AT&T Business up to 16 billing cycles (att.com), and T-Mobile up to one year (www.t-mobile.com).

The fix depends on the cause visible in the log. If nobody owns follow-up, a shared voicemail queue with a named owner fits. If calls ring one busy phone, routing to several people fits; an auto attendant is defined as a menu that directs a caller to a person or department (learn.microsoft.com). If callers need a human voice at once, a live answering service is a different product that fits. If the log is mostly spam, nothing may be needed: YouMail estimated over **4 billion** US robocalls in October 2026 (www.prnewswire.com). Text-message callbacks add consent rules in the US (www.fcc.gov) and Canada (laws-lois.justice.gc.ca). After any change, re-measure over two weeks and compare counts.

Introduction and Background

An owner of a small trade, clinic or professional firm who gives out a personal mobile number usually has a suspicion rather than a number: some calls are not being returned. The suspicion is hard to test because phones show calls, not outcomes. A missed call appears in the log (Apple's Phone app can filter the list to missed calls (support.apple.com), and Google's Phone app marks missed incoming calls with their own icon (support.google.com)), but nothing in the log says whether anyone called back, or when.

The scale of the audience is large. The US Small Business Administration's Office of Advocacy, using 2022 Census data, counts **5,720,093** employer firms with 1 to 19 employees, alongside 29.8 million firms with no employees (advocacy.sba.gov). A fraction of those firms hand out a mobile or a forwarded number as the main line. For them, the decision is practical: is the callback problem large enough to change how calls are routed or followed up, and what is the firm's own number?

This report is a measurement guide, not a cost model. It does not estimate lost revenue per missed call or detail a shared voicemail workflow. It addresses one question: from a carrier or phone call log, what share of missed calls got a callback, and how fast? It then maps the result to a fix. Each public figure is labelled with who measured it, the sample, the date and what it does not show.

No first-party call data is used here and no benchmark is invented. The only widely cited callback-rate dataset belongs to a phone vendor, so it is treated as one reference point, not a standard. The publisher, autoattendant.io, sells a flat-rate business number with an auto attendant menu that rings team members' existing mobiles. It is a routing product: nobody answers calls on a customer's behalf. That matters only to one branch of the decision tree below, and the report says so there.

The problem in one example

Consider a hypothetical plumbing office (Hypothetical Example). In a week it logs 20 missed calls from unique callers. Nine receive an outbound call within 48 hours, and five of those nine are called before closing time on the day of the miss. The callback rate is 9 of 20, or **45%**. The same-day callback rate is 5 of 20, or **25%**. Eleven callers, **55%**, never hear back inside the window. The arithmetic mirrors a worked example Quo publishes for an HVAC business (www.quo.com). Quo's own example counts a call as same-day when it is returned within 24 hours, so this worksheet's same-day rule (by the close of the business day) is stricter than the source's. The first number says the problem is real but not total; the second shows that 4 of the 9 recoveries came after the day ended.

Key Definitions: What Counts as a Missed Call, a Callback and "Same Day"

A rate is only as useful as its definitions. The choices below are conventions chosen for comparability with the one public benchmark. No standards body defines "callback rate" for small business phone lines.

What counts as a missed call

Count an inbound call as missed when no person on the team spoke with the caller. Four log outcomes qualify:

- **Ring, no answer:** the phone rang out or went to voicemail.
- **Busy or declined:** the line was in use or the recipient pressed decline.
- **After hours:** the call arrived when the business was closed.
- **Answered by a non-team system:** for example a carrier voicemail greeting.

Do not count calls answered by a person on the team, even briefly. Calls where the caller reached someone on a quick redial before any callback was due go in a "reached on redial" count outside the denominator, since nothing remained to call back about. That rule is this report's convention, not an industry standard.

What counts as a callback

Define a callback as an **outbound call attempt to the caller's number**, whether or not the caller picked up. This matches the benchmark's own definition, in which a callback is any outbound call to the caller's number within 48 hours (www.quo.com). An attempt is the right unit for measuring a business's own follow-up, because whether the customer answers is out of its hands. Log text replies in a separate column and report them as a secondary rate. Texts carry consent rules that a call to someone who just rang you generally does not, covered in the implementation section.

What counts as "same day"

Three windows appear in practice: **same business day**, 24 hours and 48 hours. They are not interchangeable. A call missed at 4:50 pm and returned at 9:00 am the next morning is inside 24 hours but not on the same calendar day. A call missed on Saturday and returned Monday is inside 48 hours but across a weekend.

Record the exact callback timestamp and derive all three windows from it. The same-day rule used here: a callback counts as same-day if it happens by the close of the business day on which the call was missed, or, for calls missed outside business hours (before opening, after closing or on a weekend), by the close of the next business day. Some published examples use "same-day" to mean within 24 hours, so also compute the 24-hour figure.

Repeat callers and duplicates

A customer who rings three times in an hour is one missed need, not three. Log **one row per caller number per business day**, stamped with the first miss, and attach later misses from that number to the row. If the number rings again after a callback was made, start a new row. Google Sheets' UNIQUE function returns unique rows and discards duplicates (support.google.com), though look-alike entries with hidden trailing spaces survive as separate rows (support.google.com). In Excel, Remove Duplicates permanently deletes rows rather than hiding them (support.microsoft.com), so work on a copy of the export.

What to exclude

Exclude automated and spam calls from the denominator and report how many were removed. The US Federal Communications Commission (FCC) defines robocalls as calls made using an autodialer or a prerecorded or artificial voice message (www.fcc.gov). YouMail, a call-blocking company, estimated that US consumers received over 4 billion robocalls in October 2026, and says the figure is extrapolated from traffic to

its own user base (www.prnewswire.com). A phone's own spam flag helps: Apple's Phone app can filter by "Spam" and "Unknown Callers" as well as "Missed" (support.apple.com). Spoofing also matters, since scammers alter caller ID so calls look legitimate (www.fcc.gov). A reasonable exclusion test is: no voicemail left, no repeat attempt, and a number the team does not recognise from customer records. That test is a judgement, and the worksheet should keep the excluded rows visible so the choice can be audited.

Building the Worksheet: Measure Both Rates in 30 Minutes

The target is a one-sheet spreadsheet built from a week, or ideally a month, of call history. Thirty minutes is realistic for a few dozen missed calls.

Step 1: Get the call history

- **iPhone:** Apple's guide describes viewing call history and filtering to missed calls, and notes that users can delete all recent calls or specific ones (support.apple.com). A tidied log understates misses.
- **Android (Google Phone app):** Google documents icons for missed incoming calls and notes that calls can be deleted from the list (support.google.com).
- **Carrier records:** Apple states that a carrier may have more information about deleted calls or older call histories (support.apple.com).

As of November 2026, carrier help pages show how much the windows vary:

- **Verizon:** usage summaries for the past 90 days (verizon.com), and per-device usage records for the last 3 months (verizon.com).
- **AT&T Business:** wireless usage can be viewed and downloaded for up to 16 billing cycles (att.com).
- **T-Mobile:** postpaid customers can print up to one year of phone records (www.t-mobile.com).
- **Rogers Business (Canada):** call details are viewable and downloadable through its business portal (rogers.com).
- **US federal rule:** carriers that bill for toll service must retain records for 18 months (www.ecfr.gov), including the date, time and length of the call (www.law.cornell.edu).

That rule concerns toll billing records, and the pages reviewed do not say whether unanswered inbound calls appear in a downloadable usage file. Test with a known missed call before relying on a carrier export for misses.

If calls are forwarded from a business number to mobiles, the log that matters is the one on the **business number's side**, since the mobile may show a missed call that another team member answered. Merge the logs by timestamp and number before counting.

Step 2: Set up the columns

Table 1 below is the worksheet layout. It has one row per missed caller per business day, and the sample rows are illustrative only (Hypothetical Example).

Col	Column	What to enter	Example (Hypothetical Example)
A	Missed call date and time	First miss from this number that day	2026-11-03 10:42
B	Caller number	Digits only, no spaces, so duplicates match	5195550142
C	Status	Missed, Spam, Reached on redial, or Answered	Missed
D	Voicemail left?	Y or N	Y
E	Callback date and time	First outbound call to that number, blank if none	2026-11-03 15:10
F	Same-day deadline	Close of that business day, or of the next business day if missed before opening, after closing or on a weekend	2026-11-03 17:00
G	Same-day callback?	Formula: Y if E is filled and no later than F	Y
H	Within 48 hours?	Formula: Y if E is within 2 days of A	Y

Column C is the gatekeeper: only rows marked Missed enter the denominator, and the Spam and Reached on redial counts are reported beside the result so the exclusions are visible. Column E records a timestamp rather than a yes or no, so a 24-hour or 72-hour window can be computed later. An optional column, "Reason not returned", pays for itself when the rate is low, since the reasons sort directly into the fixes covered below.

Step 3: Add the formulas

With data in rows 2 to 201, a closing time of 17:00 stored in cell K1 and an opening time of 09:00 stored in cell K2 (both anchored as absolute references when filled down), and column letters as in Table 1, the key formulas are:

```
F2 (same-day deadline; a weekday call between opening and closing is due at closing that day, any other call
is due at closing on the next business day):
=IF(AND(WEEKDAY(A2,2)<6, MOD(A2,1)>=$K$2, MOD(A2,1)<$K$1), INT(A2), WORKDAY(INT(A2),1)) + $K$1

G2 (same-day callback):  =IF(E2="","N",IF(E2<=F2,"Y","N"))
H2 (within 48 hours):    =IF(E2="","N",IF(E2-A2<=2,"Y","N"))

Missed calls (denominator): =COUNTIF(C2:C201,"Missed")
Callback rate (48h):        =COUNTIFS(C2:C201,"Missed",H2:H201,"Y") / COUNTIF(C2:C201,"Missed")
Same-day callback rate:     =COUNTIFS(C2:C201,"Missed",G2:G201,"Y") / COUNTIF(C2:C201,"Missed")
```

The COUNTIFS function counts rows that meet several criteria at once (support.google.com), and in Google Sheets every criteria range must have the same number of rows and columns (support.google.com). Microsoft documents the equivalent function as counting the number of times all criteria are met (support.microsoft.com). The deadline formula assumes a Monday to Friday business: Google's NETWORKDAYS documentation notes that the function only treats Saturday and Sunday as the weekend (support.google.com), so a business open

on Saturdays needs a manual deadline column. Stray spaces cause silent errors, since Microsoft warns that leading spaces, trailing spaces and inconsistent quotation marks can make COUNTIF return unexpected values (support.microsoft.com); store phone numbers as digits only.

Step 4: Work through the example

Take the hypothetical plumbing office again (Hypothetical Example). Twenty rows are marked Missed. Column H shows Y in nine rows and column G shows Y in five. Then:

- **Callback rate (48 hours):** 9 / 20 = **45%**.
- **Same-day callback rate:** 5 / 20 = **25%**.
- **Late recoveries:** 9 minus 5 = **4** calls returned after the day ended but inside 48 hours.
- **Never returned in window:** 20 minus 9 = **11** calls, or **55%**.

A decent-looking overall callback rate can hide slow returns. In this example four of nine returns, about 44%, arrived after the day ended. Reporting both rates is what exposes the pattern.

Step 5: Handle small samples

A percentage from 20 calls is fragile. The 95% Wilson score interval, which the US National Institute of Standards and Technology (NIST) presents as a method for confidence intervals on proportions (itl.nist.gov), has a useful property: its lower limit cannot be negative (itl.nist.gov). Computed for this report with the standard formula, the intervals are:

- **9 of 20 (45%):** roughly 25.8% to 65.8%, a spread of about 40 points.
- **90 of 200 (45%):** roughly 38.3% to 51.9%, a spread of about 13 points.
- **5 of 20 (25%):** roughly 11.2% to 46.9%.
- **50 of 200 (25%):** roughly 19.5% to 31.4%.

Penn State's statistics course states the principle plainly: the wider the interval, the poorer the precision (online.stat.psu.edu). The practical rule used in this guide is: **below about 30 missed calls, report counts** ("9 of 20 returned, 5 the same day") and avoid presenting percentages as findings. Above that, report the percentage with its count. A two-week before and after comparison on 20 calls each cannot reliably separate a 45% rate from a 65% rate.

Data Analysis and Evidence

Public statistics on missed calls fall into three groups: observed behaviour from phone-system logs, stated intentions in consumer surveys, and response-time studies of other channels. They are not interchangeable, and the first group is thin. *Table 2* below maps the main sources found, with the sample, the measurement and the main limit of each. Figures were read from the original source pages in November 2026.

Source	Who and what sample	Date	What was measured	What it does not show
Quo, callback statistics	(www.quo.com) (a business phone vendor's own customers)	Page retrieved Nov 2026; three-month window not dated on the page	**69%** of missed calls had no callback within 48 hours; healthcare had the highest callback rate, 41% (www.quo.com)	Customers of one vendor only; callback means any outbound call within 48 hours; the page lists four industries; no timing within the window
Quo, voicemail analysis	Over 18M missed calls, July to September 2026	Nov 2026	**15%** of callers left a voicemail (www.quo.com)	Same single-vendor sample; says nothing on callbacks
CallRail, consumer survey	A survey of 1,000 US consumers (www.callrail.com)	25 Sep 2025	82% say they would call a competitor (www.callrail.com); 78% have abandoned a business after an unanswered call (www.callrail.com)	Self-reported intent; the page gives no fieldwork dates, margin of error or question wording
CallRail, conversation benchmark	1.1 million de-identified conversations (www.businesswire.com)	Jan 2025	Healthcare had the highest missed call rate, at 32% (www.businesswire.com)	Share of calls missed, not callbacks; vendor customers
411 Locals, call study	85 businesses in 58 industries over 30 days (411locals.us)	Jan 2016	37.8% answered, 37.8% to voicemail, 24.3% no response (411locals.us)	Measures answering, not callbacks; ten years old; small vendor-run sample
Jobber, Home Service Trends	The methodology describes a survey of 1,050 home service business owners (www.getjobber.com)	Dec 2025 fieldwork	"Over 55% expect a response within the hour" (www.getjobber.com)	The page does not describe a separate customer sample behind that figure
Pew Research Center	10,211 US adults (www.pewresearch.org)	July 2020	Eight in ten do not generally answer a call from an unknown number (www.pewresearch.org)	All unknown callers, not businesses; 2020
Hiya, State of the Call 2026	More than 12,000 consumers in six countries (blog.hiya.com)	Apr 2026	86% say they will not answer unidentified calls (blog.hiya.com)	Self-reported; the vendor sells caller-ID products
VHA call centers (AJMC)	252,145 patients, 285 medical facilities (www.ajmc.com)	2019 paper	Average abandonment fell from 12.0% to 8.3% (www.ajmc.com)	A large health system's call centres, not small practices

Only the first row measures what this worksheet measures; every other row measures a neighbouring thing.

Reading the callback benchmark

Quo's headline is that **69%** of missed business calls go without a callback within 48 hours, a figure its separate voicemail analysis repeats (www.quo.com). Three limits apply. The sample is one vendor's customers, who chose a business phone product and may be more phone-active than a typical small firm. The window is 48

hours, so the figure includes calls returned on day two. And the page lists four industries (healthcare had the highest callback rate of them, 41%), so a plumber or accountant has no direct row. It is usable as a loose reference for the 48-hour rate: a firm far below roughly 31% has a notable gap, while one close to it learns little about quality. It cannot define a "good" rate.

Quo's voicemail analysis adds that callers were slightly less likely to leave a voicemail after hours than during business hours (www.quo.com). Many missed calls leave no message, so a follow-up process that works only from voicemails sees a minority of the calls the log shows.

Observed versus stated behaviour

Surveys and logs diverge on voicemail. CallRail's consumer survey reports that 42% of consumers leave a voicemail when a business does not answer (www.callrail.com). Quo's log analysis of over 18M missed calls found 15% leaving one (www.quo.com). Hiya's survey adds that among people who do not answer unidentified calls, 41% ignore the call to see whether the caller leaves a voicemail (blog.hiya.com). An older UK study commissioned by an answering-service company, covering 300 micro businesses, reported that 69% of callers did not leave voicemail messages (www.moneypenny.com). These have different populations, countries and years, so they cannot be reconciled arithmetically. The gap is consistent with stated behaviour running ahead of logged behaviour, which is an inference and not a finding from any of the pages. The same caution applies to CallRail's 82% and 78%: they show why a callback matters, not how many customers are actually lost.

The widely repeated "62% unanswered" figure

The figure that "62% of phone calls to small businesses are left unanswered" traces to a post on the website of 411 Locals dated January 2016 (411locals.us). The study design and split are in Table 2; calls that went to voicemail or received no response counted as unanswered. It is a small, vendor-run, decade-old sample that measures whether a call was answered, not whether it was returned, so it should not be used as a current benchmark or mixed into a callback calculation.

Response speed: what the evidence covers

Research on response speed exists mainly for web leads. A 2011 Harvard Business Review study concluded that most companies were not responding nearly fast enough (hbr.org). A column reproducing its findings reported that firms contacting a lead within an hour were nearly seven times as likely to qualify it as firms that waited an hour longer (www.smartcompany.com.au), where "qualify" meant a meaningful conversation with a key decision maker (www.smartcompany.com.au). An older lead-response study found the odds of contacting a lead drop 100 times if called in 30 minutes rather than 5 (www.mortech.com), and says it did not address close ratios (www.mortech.com). Both involve web-form leads, not a plumber returning a missed phone call, so the inference is directional only.

Jobber's report says over 55% expect a response within the hour and 28% an immediate reply (www.getjobber.com), while its own survey of pros found that most reply the same day: 60% of pros reply to leads the same day (www.getjobber.com). Because the methodology section describes business owners (Table 2), the respondent base of the customer-expectation figure is unclear.

What healthcare data add

Healthcare is the one sector with careful operational measurement. The Veterans Health Administration set a facility goal of an abandonment rate of 5% or less (www.ajmc.com), where abandonment means a call ended by the caller before being answered by a staff person (www.ajmc.com); that is a good model for the answered side of the problem. The same peer-reviewed study found no clear association between abandonment rates and patients' perceptions, though speed of answer did show a link (www.ajmc.com), which supports tracking timing as well as counts. A university secret-shopper study that attempted calls to 185 unique pediatric dental practices (pmc.ncbi.nlm.nih.gov) shows that "reached" is a separate measure from "returned"; it ran during early COVID-19, which the authors list as a limitation.

Matching a Low Number to the Right Fix

A low callback rate has different causes, and the log usually shows which. Column "Reason not returned" in the worksheet makes the sorting explicit. *Table 3* below pairs each cause with the signal in the log and the fix category that matches. It includes the publisher's own product as one routing option, in the same register as the others.

Cause	Signal in the log	Fix category	Who it fits, and its limits
No one owns follow-up	Many voicemails, shared mailbox unread, callbacks cluster on one person's good days	A shared voicemail queue with a named owner and a time limit	Fits any team that already receives the messages; costs nothing but process; does nothing for calls that leave no voicemail
Calls ring one phone that is busy	Misses cluster in working hours and on one recipient; other team members never saw the call	Routing: ring groups or a menu that sends callers to different people. Ring groups let members take turns answering calls (support.google.com); an auto attendant directs a caller to a person or department (learn.microsoft.com). One option is **autoattendant.io**, a flat-rate business number whose menu rings each team member's existing mobile (documented plan: up to three phones in turn per option, voicemail with an emailed transcript)	Routing only: it does not answer for the business, record or manage a CRM. It helps when someone on the team can take the call, and does nothing when nobody can
Callers need a person to speak with immediately, including after hours	Misses concentrated outside hours or when the whole team is on site; high share of hang-ups with no voicemail	A live answering service, which is a business that answers calls and relays messages on behalf of clients (www.census.gov)	Fits firms that need a voice on every call; priced and scoped very differently from routing; not provided by a routing product
Mostly automated or spam calls	Many rows with no voicemail, unfamiliar numbers, no repeats	Carrier or phone call blocking; the FCC advises asking the phone company about blocking tools (www.fcc.gov)	Reduces noise; the actual callback rate may already be fine

Cause	Signal in the log	Fix category	Who it fits, and its limits
Rate is acceptable and same-day is high	Same-day rate near the 48-hour rate, few late recoveries	Nothing; keep measuring monthly	Avoid solving a problem the numbers do not show

The table is not a recommendation to buy anything. The routing product fits one specific cause: several people could take calls but callers only reach one number. It is not the answer for the other four rows, and the answering-service row names a category that autoattendant.io does not provide. A firm whose log shows unreturned voicemails needs an owner and a deadline, not new routing.

A decision guide

No public benchmark supports a pass or fail line, so the thresholds below are this report's judgement and should be read that way.

- **Same-day rate far below the 48-hour rate:** the follow-up process is slow. Start with ownership and a morning routine.
- **48-hour rate low and most unreturned rows have no voicemail:** callers are not leaving a trail, so routing or live answering matters more than follow-up discipline.
- **Misses cluster on one person's phone:** try routing before anything else, since it is the cheapest change that adds a second chance to answer.
- **Fewer than 30 missed calls in the period:** collect a longer period before changing anything.

Implementation Considerations and Process Changes

Re-measure after the change

Compare two fixed periods of equal length, such as two weeks before and two weeks after, with the same definitions:

- **Use counts** when calls are few.
- **Note the calendar:** seasonal swings (a heatwave for an HVAC firm, flu season for a clinic) can mask any effect.
- **Change one thing at a time** and record its date in the sheet.
- **Judge the size of the move:** a same-day rate improving from 5 of 20 to 12 of 20 is visible on small counts; a move from 9 of 20 to 10 of 20 is not.

How fast to return a call

There is no verified benchmark for the ideal delay on a phone callback. Jobber's report puts expectation of a response within the hour above 55%, and the lead-response studies above point to minutes for web leads (www.smartcompany.com.au). A working rule consistent with that evidence, offered as judgement: aim to

return calls within an hour during business hours, treat same business day as the floor, and treat anything beyond 24 hours as a miss for reporting purposes.

Text callbacks: consent rules differ by country

If a team replies to missed calls by text, regulation applies in ways that a live, manually dialled call to someone who just rang may not trigger; autodialed or prerecorded callbacks to a wireless number also fall under consent rules. In the United States, the FCC's consumer guidance says that commercial texts require written consent while for informational texts consent may be oral (www.fcc.gov), and that a recipient may opt out of any robocall or robotext at any time and in any reasonable manner (www.fcc.gov). Federal rules also state that consent may be revoked by any reasonable method (www.ecfr.gov). A Federal Register summary of the FCC's 2015 order says on-demand texts sent in response to a consumer request are not subject to liability under the Telephone Consumer Protection Act (TCPA) (www.govinfo.gov); that is a summary of a decade-old order, and the FCC's consent and revocation rules have changed since 2015, so the summary may be superseded; the exact scope should be checked with a lawyer for the firm's situation.

In Canada, Canada's Anti-Spam Legislation (CASL) defines an electronic message as one sent by any means of telecommunication including a text (laws-lois.justice.gc.ca), and prohibits commercial electronic messages without express or implied consent (laws-lois.justice.gc.ca). A message that only provides a quote or estimate the recipient asked for is carved out (laws-lois.justice.gc.ca), interactive two-way voice communication is not covered by the same prohibition (laws-lois.justice.gc.ca), and an inquiry within the prior six months can create an existing business relationship (laws-lois.justice.gc.ca). The sender has the onus of proving consent (laws-lois.justice.gc.ca), and the government advises that businesses must obtain consent to send text messages to their customers (ised-isde.canada.ca). These are general descriptions, not legal advice; a business that texts should consult a lawyer in its jurisdiction. Keeping text replies out of the primary callback rate also keeps the headline number on the safer, comparable side.

Keep the log honest

Three process points protect the data. Do not clean up the phone's call history before exporting, because users can delete entries (support.apple.com). Export monthly, since carrier windows can be as short as three months for some per-device records (verizon.com). And decide the definitions once, write them on the first sheet tab, and apply them without exceptions.

Auto Attendant for Small Business: What It Does and Does Not Fix

An auto attendant is a menu: callers press a digit and are sent on. Microsoft describes its primary purpose as directing a caller to an appropriate person or department (learn.microsoft.com). For a firm that hands out one mobile number, a menu can turn one ringing phone into a choice of people, with separate handling for open and closed hours. It does not answer a call and it does not follow up. If the log shows misses clustering on one busy phone, adding a second or third phone to the ring order adds chances to answer. If the log shows calls reaching a voicemail greeting and then being ignored, a menu changes nothing.

When comparing products, compare the same things: whether the price is per business or per user, how many phones can ring, what happens when nobody answers, and what voicemail captures. The publisher sells a flat-rate business line of this kind, and it does not offer call recording or a CRM; nobody answers for the customer. Pricing and limits vary by product and change over time, so check each vendor's current plan page.

Implications and Future Directions

Three implications follow from the evidence gathered.

- **Independent measurement is missing.** The one large callback dataset is a single vendor's customer log; the rest are small vendor studies, intent surveys and web-lead research. A secret-shopper audit like the pediatric dental study (pmc.ncbi.nlm.nih.gov), extended to trades and professional firms with a timestamped follow-up, would add real value. Until then, a firm's own log is a better benchmark for that firm than any published average.
- **Definitions need to converge.** Quo's 48-hour outbound-call definition is one convention; the VHA's call-ended-before-answered definition for abandonment is another (www.ajmc.com). A shared vocabulary (missed, abandoned, returned, reached) would make studies comparable, and small businesses can help by stating their definitions whenever they share a figure.
- **Measuring changes behaviour.** Counting calls and owning a deadline usually improves follow-up whatever the technology. This is an expectation, not a tested claim for small firms, but it is consistent with the VHA experience, where average abandonment fell from 12.0% to 8.3% over two years (www.ajmc.com). The worksheet may be worth doing even if the answer is "nothing needs to change".

Regulation will keep moving. Call authentication and robocall rules differ between the US and Canada, so a business that automates callbacks or texts should check the current rules for its jurisdiction rather than rely on this report.

Frequently Asked Questions (FAQs)

How do I calculate my missed call callback rate (the callback rate formula)?

Divide the missed calls that received an outbound call within the window by total missed calls, then multiply by 100. Count one row per caller per business day, exclude spam, and fix the window (48 hours matches the benchmark) before you start.

What is a good same day callback rate, and how is it calculated?

Missed calls returned by the end of the business day, divided by total missed calls, times 100. In the worked example, 5 of 20 gives 25%. No verified benchmark defines a good rate; see the data section. For calls missed after hours, this report uses the next business day as the deadline.

What percentage of missed calls get returned?

One vendor's log reports that **69%** of missed calls get no callback within 48 hours, so about 31% do (www.quo.com). The sample is that vendor's customers and industries differ (Table 2). No independent benchmark was found.

How many missed business calls are normal?

It depends on what is measured. CallRail's analysis of 1.1 million conversations found healthcare had the highest missed call rate, at 32% (www.businesswire.com). The older 62% unanswered figure came from a 2016 vendor study and should not be used as a current rate (411locals.us).

How do I track missed calls, and is there a spreadsheet template?

Export call history from the business number and each phone that receives calls, merge by timestamp, and log each missed caller using the Table 1 layout with the formulas shown. The layout is a complete template: eight columns, three formulas and a closing-time cell. Use the carrier's download for anything the phone no longer shows; retention ranges from three months to a year across the carriers reviewed (verizon.com) (www.t-mobile.com).

How fast should you return a missed business call?

No verified benchmark exists for phone callbacks. Web-lead studies show odds falling sharply within minutes (www.mortech.com), and Jobber's report points the same way. This guide's judgement: within an hour in business hours, same business day as the floor.

Does an auto attendant for small business help with callbacks?

Only when the cause is routing. It directs a caller to a person or department (learn.microsoft.com), adding chances to answer; it does not follow up on calls that still go unanswered.

Conclusion

The question this guide set out to answer is whether a firm's callback problem is large enough to change how calls are handled, and what its own number is. The answer is in the firm's own call history. A one-sheet worksheet, one row per missed caller per business day, produces two rates in about half an hour: the 48-hour callback rate and the same-day callback rate. Recording the timestamp lets any other window be computed later.

The public benchmarks are a loose backdrop. Quo's figure is the only published callback-rate measurement found in this review, and it comes from one vendor's customers. The widely repeated unanswered-calls statistic dates from a small 2016 study, and the consumer-intent surveys describe what people say, not what they do. A firm's own number, with its count, is the more reliable guide, and under about 30 missed calls the count is the finding.

When the number is low, the log's reasons point to the fix: an owner and a deadline for unreturned voicemails, routing for calls that ring one busy phone, a live answering service for callers who need a person at once, blocking for noise, and nothing when the numbers are fine. Re-measure for two weeks after any change, with the same definitions. For firms whose misses cluster on one phone, a routing setup that rings several phones is one option among the routing choices; for every other cause in the table, a different tool fits better.

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

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About Auto Attendant

Auto Attendant gives a small business one phone number and a recorded menu that sends each caller to the right person. The call rings the mobile that person already carries, using their normal dialler and their normal mobile plan. Pricing is a single flat monthly fee for the whole company rather than a charge for each user, and there is no app, desk phone or hardware to install.

One number, one menu, the phones you already own

A caller dials the business number, hears a short greeting and chooses an option. Each option can ring one mobile, ring several at once so whoever is free answers first, or try people one after another in a set order. There is no limit on how many people sit on the receiving end, because nobody is billed per seat. Setup is done by the owner in a few minutes: pick a number, write the greeting, and point each option at a mobile.

What it deliberately is not

An auto attendant routes a call; it does not answer one. Nobody at Auto Attendant speaks to callers, and no AI stands in for a receptionist. A business that wants its calls handled, messages taken and appointments booked wants an answering service, which is a different product at a different price. A business that needs call recording, queues, agent dashboards or CRM integration wants a contact centre platform. Auto Attendant is for the case where the call should simply reach the right pocket.

Keeping personal numbers off the internet

The business number is the only number a caller ever sees. Personal mobile numbers are never displayed and never given out, which is what lets an owner put a number on a website, an invoice, a van or a Google Business Profile without handing a personal line to everyone who finds it. An existing advertised number can be ported across and kept, and the old line keeps working while the port is in progress.

Work with Auto Attendant

Visit Auto Attendant to see how it works, how it compares to a personal mobile, Google Voice and a full phone platform, and the current pricing.

Telephone number portability, emergency calling and caller-ID rules differ by country and change over time. Articles published here describe general practice and cite primary regulator and carrier sources; they are not a guarantee of any timeline, and they are not legal or regulatory advice for a specific business.

Website: https://autoattendant.io

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