

What happens after a missed call?

Track one week of your own calls to see where coverage or follow-up needs attention. Keep this worksheet locally. No account, upload or software purchase is needed.

1. Keep the observations separate

Use one row per inbound call attempt and an anonymous case ID. Answered live means a person or service had a two-way conversation during that call. Voicemail is not live contact. Record yes, no or unknown. Mark coverage using your own hours: in-hours, after-hours or unknown.

Record the first callback attempt separately from actual two-way contact. Add the responsible role and next action. Use pending, unreached or reached as the status. Leave missing times blank.

2. Use timestamps you can compare

Include the date, time and UTC offset, for example 2026-10-02 09:15 -05:00. Write your timezone below. Check each event's offset across daylight saving changes. Compute elapsed contact time only when both offsets are known and contact occurred at or after receipt. Missing or inconsistent times are unknown, never zero.

3. Review the whole week

Review rows marked no for answered live. Count reached calls with valid times, reached calls with unknown times, and calls still pending or unreached. Report unknown live-answer rows separately as exclusions. An average of reached calls does not describe every missed call. Repeated attempts are not unique customers, booked jobs or revenue. This log sets no response-time target or buying recommendation.

Week: _____ Timezone: _____

Missed attempts (answered no): _____ Reached, valid times: _____

Reached, unknown times: _____ Pending / unreached: _____

Excluded, unknown live answer: _____

Keep customer names, phone numbers, transcripts and recordings out of this sheet. Keep any identifying records in your own system. Decide whether and how to contact customers using your own procedures.

For an estimate using your own inputs: primecirca.com/tools/missed-call-calculator

Your weekly response log

Print this page in landscape. Use another copy for more rows. Keep the instruction page with your log.

Case ID	Received at Date / time / offset	Coverage window	Answered live? Y / N / ?	Responsible role	First callback attempt Date / time / offset	First two-way contact Date / time / offset	Status	Next action

Coverage: in-hours / after-hours / unknown. Status: pending / unreachable / reached. Keep missing times blank. An attempted callback is not contact.