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FREE TALLY SHEET

Four-week missed call tally sheet

Sort a month of calls into four buckets and find the hours when you miss the most.

1. Your rules (decide once, keep for every count)

A returned call counts as answered if it was returned within: _____ (for example 1 hour in opening hours)

Not counted: ☐ spam ☐ sales calls ☐ suppliers ☐ existing customers about work in progress

2. Sort every enquiry

Week	Answered live	Returned in time	Returned late	Never returned	Total
Week 1					
Week 2					
Week 3					
Week 4					
Month					

Missed call rate = (returned late + never returned) ÷ total × 100 = _____ %

3. When the misses happen

Time block	Mon–Fri misses	Sat–Sun misses
Before opening		
Morning		
Lunch		
Afternoon		
After closing		

4. Read it

☐ Misses cluster in one block: cover that block (a colleague, call forwarding, a set callback time)

☐ Misses are spread evenly: it is a workload problem, not a timing one

- [ ] Most misses are "returned late": a callback rule fixes it for free
- [ ] Most misses are after hours: a voicemail greeting with a booking link, or an answering service

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The full guide: fynl.io/blog/missed-call-rate-how-to-measure/ Free calculator: fynl.io/missed-call-cost-calculator