

FOR AUSSIE TRADIES

Missed Calls Cost Tradies \$342k a Year: The Fix

Every call you miss on the tools is a job that rings the next bloke instead. Here is what those unanswered calls are really costing you, and the after-hours fix that stops the bleeding.

Australian tradies lose an estimated \$342,000 a year to missed calls, because you cannot answer the phone with a drill in your hand, and roughly 55% of callers who hit voicemail never leave a message. They just ring the next name on Google. The fix is not a bigger sign or more advertising; it is making sure every call gets answered. A VOCPhone AI Phone Agent picks up 24/7 in a natural Australian accent, captures the job, books it or texts the caller back, and pushes real emergencies straight to your mobile, so you win the work without dropping your tools.

■ The short version

Time	Old way (missed call)	With a VOCPhone AI Phone Agent
10:42am	Voicemail. No message. Lead gone.	AI answers, captures a kitchen tap replacement, books it for Thursday, texts you the details.
11:15am	Engaged tone (you were quoting). Caller rings a competitor.	AI answers the second caller, notes a quote request, promises a callback and flags it as non-urgent.
7:50pm	You're at dinner. Phone's on the charger. Missed.	AI answers a burst-pipe emergency, recognises it's urgent, and rings your mobile straight away.

■ Key points

- On the tools
- On the road
- After hours
- Already on a call
- Business SMS auto-reply
- App-first, no hardware
- Call queues & routing
- Call recording

A quick reality check

The point of the \$342k figure is not the exact dollar amount, it is the scale. Missed calls are not a minor annoyance. For most trades businesses they are the single largest source of lost revenue, and they are completely invisible because you never hear about the job you didn't win.

■ Questions the full guide answers

- ☐ How much do missed calls really cost a tradie?
- ☐ Why do so many callers not leave a voicemail?
- ☐ What is a VOCPhone AI Phone Agent and how does it help tradies?
- ☐ Does the AI Phone Agent sound like a robot?
- ☐ Can I still take urgent calls myself?
- ☐ How quickly can I get set up?
- ☐ Is VOCPhone actually Australian?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call 1300 663 222 or visit vocphone.com/about/contact-us.