SPEED TO LEAD · 2026

Call Web Enquiries Back in Minutes

What the research says about how fast enquiries go cold, and a routine that gets every one a call within minutes.

Someone who fills in your quote form has usually filled in two others. Whoever calls first gets the conversation. This summary covers the research, the routine, the rules and what to measure. Facts checked 16 November 2026.

What the research found (HBR, 2011)

Finding	Figure
U.S. companies sent a test web enquiry	2,241
Responded within an hour	37%
Never responded at all	23%
Average response, among those replying within 30 days	42 hours
Odds of reaching a decision maker: within an hour vs an hour later	Nearly 7 times
Within an hour vs waiting 24 hours or more	More than 60 times

Read it with the caveats

U.S. data from 2010, measuring a conversation with a decision maker rather than a sale. The popular "100 times in five minutes" claim comes from a different, harder to verify study.

Why businesses ring back late

- The owner is on the tools
- Forms go to a shared inbox nobody watches
- Callbacks saved up for the evening
- Nobody owns the lead

Where enquiries land

- Website form: shared email inbox
- Google: a call or a click to your site
- Quote sites: an app notification
- Missed calls: voicemail, or nowhere

The five minute callback routine

1. **Name who is on enquiries**, hour by hour.
2. **Turn the form into an alert** on that person's phone and a CRM task.
3. **Call within five minutes** from the business number, with one tap.
4. **No answer? Text straight away** from the same number.
5. **Retry on a written rule**, then log the outcome.

The first text

- Your name and the business name
- Mention the job they asked about
- Send from a number that can take replies
- No offers: keep it about the enquiry

After hours

- Text in the evening, do not ring
- Say when you will call
- Have the line answered if they ring back
- Vocky can book it and flag a callback

The rules, in general terms

A person who asks for a quote has asked to be contacted about it. Keep a record, stay on topic, say who you are, show a return number and end the call if asked. Telemarketing hours are 9am to 8pm weekdays and 9am to 5pm Saturday, not Sundays or national public holidays. Not legal advice.

Measure two numbers

Measure	First target
Time to first call (middle value)	Under 15 minutes, then 5
Contact rate (spoke to the person)	Beat your own baseline
Enquiries never called	Zero

VOCPhone

Business number on every user's app, click to call from your CRM, two-way SMS, open API, webhooks and Zapier, and Vocky after hours. Australian owned, own network. From $84.90 a month for three users on a 36 month term, $0 setup and porting. 1300 663 222.