Grand Blvd *Studio*
NEW PORT RICHEY, FLORIDA

REPORT NO. MCT-SAMPLE
DATE Sample date

MISSED-CALL TEST REPORT

Bayside Barbers

100 Sample Plaza, Anytown, FL / Line tested: (727) 555-0100

> Three calls, one real person. Bayside is well liked on Google, and the phone is where a new customer is most likely to slip away.

HOW WE TESTED

Three calls. *Notes only.* Six things scored.

THE 3 CALLS

1. Weekday lunch: Wed, 12:15 PM
2. Late afternoon: Fri, 4:45 PM
3. Saturday morning: Sat, 10:30 AM

NOTES ONLY, NEVER RECORDED

Florida requires every party's consent to record a call, so we do not record. We time the rings by hand, write down what we hear, and keep the notes.

WHAT WE SCORED

Six items, graded A to F on a scale we publish below. We also read the shop's public Google profile on the same day and compare it with what callers hear. Grades describe what a new customer would have experienced. They do not judge the quality of the work.

The *scorecard*

Grade scale: A handled well, B good, C patchy, D weak, F lost the caller

D	**Calls answered live** 3 of 3 = A, 2 of 3 = B, 1 of 3 = D, none = F	**1 of 3 answered.** Calls 1 and 3 rang out to voicemail, both at busy times.
A	**Rings before answer** Up to 3 rings = A, 4-5 = B, 6-7 = C, 8 or more = D. One ring cycle is about 6 seconds.	**3 rings** (about 18 seconds) on the one answered call. The two unanswered calls rang 7 and 8 times before voicemail.
C	**Voicemail greeting** One point each: shop name, hours, callback promise, booking link. 4 = A, 3 = B, 2 = C, 1 = D, none or full = F	**2 of 4 points.** It names the shop and promises a callback. It gives no hours and no booking link.
C	**Missed-call follow-up** After a call the shop missed (we leave no message): a text or call back within 10 minutes = A, within an hour = B, same day = C, next day = D, never = F. If two calls are missed, the slower reply counts	**Called back the same day, no text.** Call 1 rang out at 12:20 PM and the shop rang back at 3:40 PM. Call 3 was returned within the hour. No text came after either.
C	**Google hours match** Google's hours against what callers are told. All days match = A, one day off = C, hours missing or 2+ days off = F	**One day is off.** Google lists Tuesday as open. The shop's own booking page lists Tuesday as closed.
D	**Owner replies to reviews** Share of the latest 10-20 Google reviews with an owner reply. 80%+ = A, 50-79% = B, 25-49% = C, 1-24% = D, none = F	**2 of the latest 20** Google reviews have an owner reply (10%).

Notes were taken by hand during each call. No call was recorded. Grades use Grand Blvd Studio's own scale, defined beside each row; they are not an industry benchmark.

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MISSED-CALL TEST REPORT · BAYSIDE BARBERS

REPORT NO.
MCT-SAMPLE

Your Google profile, *checked*

Public profile, read on the report date

Rating and reviews	4.6 stars from 212 reviews	● Strong; worth protecting
Hours	Mon–Sat 9 AM–6 PM · Sun closed. Tuesday shown open.	● Booking page says Tuesday closed
Phone	(727) 555-0100	● Matches the line we tested
Website link	Opens the shop's own page	● In order
Booking button	None	● Callers who can't get through have nowhere to book
Category	Barber shop	● In order
Photos	41 photos	● Newest added in spring
Newest review	6 days ago	● Recent
Owner replies	2 of the latest 20 reviews	● Most reviews go unanswered

● in order ● worth a look ● a gap a caller would hit ◌ to confirm

What unanswered calls *may* cost

ESTIMATE, NOT A MEASUREMENT

6	×	25%	×	$28	×	50	=	$2,100
calls missed per week		of those would have booked		your price per cut		weeks open a year		possible yearly revenue at stake

If a text-back and phone assistant won back half: **$1,050 a year**

Cautious on purpose. Six missed calls a week is about one per open day. We assumed only 1 caller in 4 would have booked, and counted 50 weeks to allow for slow weeks and holidays. Repeat visits, referrals and add-on services are not counted. Your own phone's call log gives the real count in two minutes. This is an estimate built from the inputs shown, not a measurement.

Three fixes, *ranked by impact*

1

A FIX YOU CAN DO TODAY, FREE

Make Google and your booking page agree on your hours.
Google says Tuesday is open and your booking page says closed. Decide which is true and update Google, which takes about five minutes in your business profile and costs nothing. A customer who arrives to a locked door rarely gives a second try.

2

NEXT BIGGEST IMPACT

Text back every missed call within a minute.
When a call is not picked up, a short text goes out on its own: your hours, a link to book, and a line saying a barber will call back. The caller has an answer even when every chair is busy.

3

THEN

Let a phone assistant answer and book in the busy hours.
It answers as the shop, gives hours and directions, takes a name and a time, and hands anything about price or special requests to a barber to confirm by text.

— A CALM NEXT STEP

No rush, *no contract.*

Read this over when the chairs are quiet. If it is useful, call or text Aren and we will look at the first fix together. If you would rather do it all yourself, that works too.

727-312-7758
grandblvdstudio.com
Aren, Grand Blvd Studio

Bayside Barbers is a made-up shop; every number here is invented to show the format. In a real report, Google details come from the shop's public profile on the date shown, and the cost figure is an estimate, not a measurement.