

The Real Cost of a Missed Call: New Ambs Call Center Report Shows How Much Businesses Lose

New data from Ambs Call Center shows how missed calls cost SMBs thousands annually and offers strategies to recover lost revenue and customer trust.

JACKSON, MI, UNITED STATES, August 21, 2025 /EINPresswire.com/ -- A new analysis from Ambs Call Center reveals that a single missed call costs the average business \$12.15. For small to medium-sized businesses, the total annual loss often exceeds \$26,000.

The findings are detailed in Ambs Call Center's latest report, *The Real Cost of a Missed Call*. It highlights the hidden cost of unanswered customer inquiries, from lost sales opportunities to an affected brand reputation.

Using an industry-backed cost-per-call model and conservative revenue estimates, Ambs Call Center calculated how these losses add up over time. Businesses missing just two calls per day could lose more than \$8,800 annually. High-value sectors like legal services, healthcare, and home services face even steeper revenue loss. The report finds this is due to factors such as contract size and customer lifetime value.

"Every missed call is more than just a number—it's a missed opportunity to serve a customer, close a sale, or build loyalty," said Aaron Boatin, President of Ambs Call Center. "By quantifying these losses, we're showing business owners that investing in a reliable phone answering service isn't just customer service—it's revenue protection."

The report also introduces an interactive missed call cost calculator. This allows business owners to estimate their own potential losses in under a minute. The tool factors in industry averages,



Ambs Call Center Brand Logo

conversion rates, and missed call frequency to deliver a personalized annual cost estimate.

Key findings from the report:

- \$12.15 — Average cost of a single missed call.
- \$26,000+ — Annual loss for SMBs missing around six calls per day.
- Missing 2 calls/day — Still costs over \$9,000/year.

Beyond the direct financial impact, the report notes that missed calls can decrease customer trust, increase churn, and drive negative online reviews—contributing to greater losses.



Aaron Boatin standing outside of Ambs Call Center's Jackson, Michigan office building

Ambs Call Center recommends that SMBs conduct a call handling audit and implement a 24/7 [business answering service](#) to ensure every call is captured. The company's solutions are

designed to easily integrate into existing business workflows. It helps organizations boost customer satisfaction while protecting revenue streams.

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To read the full report and try the calculator, visit: [The Cost of a Missed Call](#)

About Ambs Call Center

Founded in 1932, Ambs Call Center is a family-owned answering service that helps companies across the US and

Canada deliver outstanding customer experiences. With over 90 years of expertise, Ambs specializes in 24/7 answering services, [virtual receptionist](#) services, and absence management hotlines tailored to the unique needs of every industry that needs call handling support.

By helping businesses capture more opportunities, improve customer satisfaction, and eliminate the hidden costs of missed calls, Ambs Call Center continues to set the standard for trustworthy, transparent, and people-first communication solutions.

Learn more at <https://www.ambscallcenter.com/>.

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