



Customers Not Answering Your Calls? Learn the Secret to Better Answer Rates

If your customers and prospects aren't answering your calls, the likelihood those calls are unrecognized or being labeled as spam by the carriers is high. Unanswered calls will have a material impact on your business (and not a positive one). Use this checklist to find out if your answer rates need improvement.



Does your business name display on your customer's phone when you call them?

- Yes**, my business name automatically displays on customers' phones when I call.
- No**, my number shows up as 10 digits, unknown, or "scam likely" if my business isn't already saved in the customer's phone.

Are you responding to new leads and inbound calls quickly enough?

- Yes**, my phone system / CRM give me visibility into how long it takes to call new leads back, and we're at the ideal response time of 5 minutes or less.¹
- No**, my business isn't meeting our SLAs for response time. We need better tools and strategies in place so we don't lose customers.

Are you leaving voicemails?

- Yes**, I always leave voicemails to increase the likelihood the recipient answers the next time I call.
- No**, even though I know failure to leave a voicemail can trigger carriers to flag my business number as spam.

Are you limiting the number of times you call your customers?

- Yes**, I know that even though a contact provides me with their information and permission to call, it doesn't mean they want to be relentlessly contacted.
- No**, I didn't realize that repetitive calling can also increase the likelihood of carriers flagging my number as spam.

Do you have clean data?

- Yes**, I've implemented a lead form submission tool like [reCaptcha](#) to weed out fake leads, so I don't waste time trying to contact them.
- No**, I don't have any tools or validation services in place, so I have no way to verify leads are who they say they are.

Do you regularly check your text messages?

- Yes**, my customers regularly respond to calls with text messages so I've gotten into the habit of checking them frequently.
- No**, my provider doesn't give me the option to see the text messages I'm receiving or the ability to respond to them.

Can customers schedule a callback?

- Yes**, when I reach out to a contact they have the option to request a more convenient callback time.
- No**, my business phone system doesn't have this functionality.

Can customers have a back and forth conversation with your business via text message?

- Yes**, I understand that some people prefer texting over calling, and I've made customers and prospects aware they have this option on my website, ads, web and physical forms, IVR, and voicemail recording.
- No**, my business phone system doesn't have this functionality.

Do you avoid the 3-second pause?

- Yes**, and I'm aware that 75% of people will hang up when they hear a 3-second pause at the start of a call.²
- No**, there's a delay between the time when the person answers and when I start talking.



If you answered "yes" to the majority of these questions, you have a business phone system in place that will keep your answer rate strong and help boost your conversion rates. If you answered no to at least 3 of these questions, it's time to **get in touch with Ytel** to see what you can do to get more of your calls answered.

Sources:

- <https://www.servicebell.com/post/lead-response>
- <https://www.arbeitsoftware.com/best-practices-outbound-calling-strategy/>