

Missed Revenue Audit & AI Employee Recovery Plan

A polished example of the report a service business receives after Mainspring reviews missed calls, speed-to-lead gaps, open estimates, customer follow-up, and owner visibility.

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| \$47K modeled monthly revenue at risk | 62% unanswered or delayed inbound leads | 30 days first recovery cycle |
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Mainspring does not hand you another dashboard to babysit. We deploy managed AI employees that answer, follow up, book, recover, and report back with proof of work.

| Answers missed opportunities | Books the next step | Reports owner-ready proof |
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| Roy captures context when staff are busy, after-hours, or already on another call. | The system moves qualified prospects into the calendar, CRM, inbox, or human escalation lane. | You see what happened, what changed, and which bottleneck to fix next. |

Executive snapshot

Modeled example for a multi-location service business receiving 180 inbound opportunities per month with a \$1,250 average job value. Exact numbers change by trade, ticket size, response time, close rate, and seasonality.

1. Speed-to-lead gap

Lead forms, web chats, and missed calls wait too long. The prospect keeps shopping while your team is still catching up.

2. Estimate follow-up gap

Quoted work goes cold because reminders are inconsistent, generic, or trapped in someone else's inbox.

3. Booking friction

High-intent callers want the next available slot, not a callback chain. Delay turns demand into churn.

4. Owner visibility gap

The owner sees total sales, but not which leads were missed, why prospects paused, or what the next recovery action should be.

Recovery model

| Missed-revenue source | Observed pattern | Modeled recovery lever |
|-----------------------|---|---|
| Missed/late calls | 112 calls were unanswered, delayed, or sent to voicemail in the sample month. | Roy answers 24/7, qualifies urgency, books, and routes the next step with approved escalation rules. |
| Slow form response | New estimate requests wait hours instead of minutes. | Speed-to-lead employee sends the first useful response instantly and alerts the right human only when needed. |
| Open estimates | 41 quotes have no next scheduled touch. | Estimate follow-up employee sends personalized reminders, objection responses, and reactivation sequences. |

Recommended AI employee stack

The goal is not to add software. The goal is to hire managed AI employees that own measurable outcomes and improve from real conversations, bookings, objections, and missed opportunities.

| Employee | Owns | First 30-day proof |
|--|---|---|
| Roy Voice Receptionist & Revenue Capture | Calls, after-hours intake, qualification, scheduling, and escalation. | Calls answered, appointments booked, urgent jobs routed, missed-call recovery value modeled. |
| Speed-to-Lead Employee | Form fills, ad leads, web chat, and inbox lead response. | Median response time, conversation starts, qualified leads moved to booked next steps. |
| Estimate Follow-Up Employee | Open quotes, dormant prospects, objections, and reactivation. | Recovered estimate conversations, booked revisions, won/lost reasons captured. |
| Owner Daily Digest | Proof of work, bottlenecks, and next actions. | Daily owner report with call themes, missed opportunities, recovered revenue, and tuning notes. |

30-day rollout

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| Days 1-2 | Connect the highest-value missed-revenue channel, load business rules, tune voice/tone/escalation style, and launch the first AI employee with reporting. |
| Week 1 | Recover missed calls and open estimate conversations, capture objections, and tune from real customer language. |
| Weeks 2-4 | Expand CRM/calendar/inbox context, add review/reputation loops, and start daily owner reporting with proof of recovered opportunities. |

Sample owner daily digest

The finished system sends concise, proof-heavy updates instead of vague automation claims. This is the kind of operational visibility a business owner should expect.

| Yesterday | Proof captured | Recommended next action |
|-------------------------|---|---|
| 18 calls answered | 4 booked, 3 urgent routed, 2 pricing objections tagged, 1 after-hours lead saved. | Add financing FAQ to Roy's knowledge base; objection appeared in 3 calls. |
| 7 estimates followed up | 2 replies, 1 booked revision, 1 lost to timing, 3 scheduled for second touch. | Send owner approval for discount boundary and escalation language. |
| 3 review requests | 2 happy customers received review links; 1 negative signal held for private recovery. | Call the unhappy customer before asking publicly for a review. |

What a live report includes

Your real numbers

Lead volume, missed-call estimate, ticket size, response time, close-rate assumptions, and projected recovery range.

Your first employee

Recommended launch role, training data, escalation policy, success metrics, and rollout plan.

Your trust controls

Approved disclosure language, human escalation points, audit trail, least-privilege access, and safe customer handling.

Your next action

A short owner-ready implementation checklist instead of a generic software demo recap.

This sample is illustrative and intentionally transparent: the real report uses the prospect's submitted numbers, known lead channels, and reviewed call/follow-up context. Mainspring never needs prospects to share sensitive customer data in a public sample report.