



CORE6 CLARITY

Call Intelligence Report

ABC Contracting

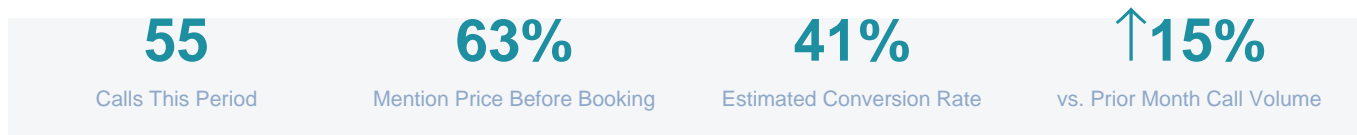
Monterey, California

Reporting Period	April 2025
Calls Analyzed	55
Report Delivered	May 1, 2025
Report Type	Monthly Call Intelligence

EXECUTIVE SUMMARY






April was a strong call month for ABC Contracting — 55 inbound calls captured, a 15% increase over the March baseline. The data tells a consistent story: prospects are highly motivated to move forward, but two friction points are getting in the way. Pricing transparency is the number-one hesitation driving call abandonment and lost estimates, showing up in nearly two-thirds of calls. Scheduling availability is a close second, with callers who can't get a same-week or next-day appointment showing significantly lower booking rates.

The good news: three of your most common caller questions are answerable before a prospect ever picks up the phone — and putting those answers on your website and in your voicemail greeting would remove friction for the majority of inbound volume. Your strongest converting calls share one pattern: the CSR leads with availability and confirms a visit within the first 90 seconds. Replicate that pattern and the data suggests your close rate improves measurably within 30 days.



TOP CALLER QUESTIONS

These are the questions your callers ask most often before they commit to a booking. Where these questions go unanswered — on your website, in your voicemail, or by your CSR — you lose the call. Each question below includes the frequency it appeared across 55 transcripts and a recommended placement for addressing it proactively.

- How much does it typically cost?**  **63%**
Pricing transparency — callers want a range, not a firm quote. A simple 'most projects run between \$X and \$Y' on your website and in your CSR script will reduce abandonment significantly.
- How soon can you get out here?**  **54%**
Scheduling urgency — callers asking this are motivated and ready to book. Leads with same-week availability convert at nearly double the rate of deferred-schedule callers.
- Are you licensed and insured in California?**  **47%**
Trust and credentialing — especially common from first-time callers. A visible license number and insurance badge on your homepage and GBP listing removes this question before it's asked.
- Do you handle both residential and commercial?**  **31%**
Scope qualification — callers want to know you're the right fit before investing time in the conversation. Your homepage should lead with both categories explicitly.
- Can I get a free estimate / site visit?**  **28%**
Commitment threshold — callers are testing whether there's a cost to engage. If you offer free estimates, that language should appear in every first-touch surface.

Do you offer any financing or payment plans?  **21%**

Budget flexibility — higher-ticket callers specifically. Consider adding a financing mention to your larger project service pages.

What areas do you serve?  **18%**

Geographic qualification — most prevalent from Salinas and Santa Cruz callers. A visible service area map or city list on your Contact and Home pages reduces pre-qualification time.

OBJECTIONS IN LOST CALLS

These patterns appeared consistently in calls that did not result in a booking. Each objection is paired with a recommended response your CSR team can use immediately.

I need to get a few more quotes first.

HIGH

34% of non-converting calls

This is a trust and value gap, not a price gap. The recommended response: *'Absolutely — that's a smart move. While you're comparing, I want to make sure you know what sets us apart: we're licensed, insured, and we back every project with a written warranty. Most of our customers find that after seeing two or three quotes, they come back to us anyway. Want to lock in a site visit now and you can compare from there?'*

That's a little outside our budget right now.

MEDIUM

27% of non-converting calls

Often this is sticker shock from an undefined expectation. Recommended response: *'I completely understand. Can I ask — what range were you expecting? A lot of times we can phase the project or identify where we can bring the number down without cutting corners on what matters most. Can I come take a look and give you an honest picture?'*

Let me talk to my spouse / partner and I'll call you back.

MEDIUM

22% of non-converting calls

Calls with this outcome rarely convert without a follow-up trigger. Recommended response: *'Of course. Would it help if I sent over a brief summary of what we discussed so you both have it in front of you? And can I follow up on [specific day] in case questions come up?'* Set the callback date before the call ends.

We're not quite ready — probably a few months out.

LOW

14% of non-converting calls

Not a lost lead — a timing issue. Recommended response: *'No problem at all. Can I put you in our follow-up queue for [month]? A lot changes in a few months, and I'd rather you have our number handy than have to start over. What's the best email for a quick check-in?'* Capture the email and set a reminder.

VOICE OF CUSTOMER — EXACT PHRASES

These are phrases pulled verbatim from call transcripts this month. This language is more persuasive in your ads and web copy than anything invented by a copywriter — because it's exactly how your customers describe their own problems.

"We've got some water damage and I need someone who actually knows what they're doing."

Trust + urgency signal. Use the phrase 'actually knows what they're doing' in ad copy targeting homeowners with emergency or damage-related needs.

"I just don't want to get ripped off — I've been burned before."

Price anxiety rooted in a bad past experience. Testimonials that specifically mention fair pricing and no surprises directly counter this fear.

"I called three companies and you guys were the first to actually answer."

Speed-to-answer is a competitive differentiator you may be underplaying. Consider adding 'We answer when you call' to your GBP description and homepage hero.

"We're finally doing the deck we've been putting off for two years."

Delayed project caller — emotionally ready but logistically cautious. This persona responds well to 'Let's make it easy' framing and a clear first-step CTA.

"My neighbor just had you guys out — she said you were great."

Referral-driven caller. Strong signal that a formal referral program or neighbor-targeting in your Facebook ads would compound this pattern.

"Does your estimate cover everything, or are there usually extra charges?"

Transparency anxiety. Add a one-liner about your estimate process to your email signature, website FAQ, and GBP posts: 'Our estimates are detailed, written, and no-surprise.'

CALLER PERSONA PROFILES

Four distinct caller types emerged from April's transcripts. Understanding who is calling — and what they need to hear — is the fastest path to improving your booking rate.

The Urgency Caller

38% of calls

Homeowner with an active problem — water damage, structural concern, or time-sensitive project. Motivated to move immediately. Highly sensitive to scheduling availability.

How to handle this caller: Lead with availability. Get a site visit on the calendar in the first 90 seconds. Don't make them wait — they will call the next number on their list.

The Due Diligence Shopper

29% of calls

Organized, analytical caller who is gathering multiple quotes before deciding. Asks about licensing, credentials, references, and warranty upfront.

How to handle this caller: Lead with credentialing and social proof. Offer a written summary after the call. Follow up with a specific callback date — they respond to structure and professionalism.

The Delayed Project Caller

21% of calls

Homeowner with a project they've been planning for months but haven't pulled the trigger. Warm but cautious. Often cite 'not ready yet' as a reason to hold off.

How to handle this caller: Reduce the commitment threshold. Make the estimate feel like a no-risk first step. Capture email before the call ends and schedule a follow-up proactively.

The Referral Caller

12% of calls

Came in via a neighbor, friend, or family referral. Arrives with pre-existing trust. Converts at a higher rate than any other persona and tends to leave reviews.

How to handle this caller: Acknowledge the referral explicitly. Ask who referred them and thank the referral source. These callers are your best candidates for a formal referral program.

WHAT YOUR WINNING CALLS HAVE IN COMMON

These patterns appeared consistently in calls that resulted in a booked appointment or confirmed estimate. Train your team to replicate them deliberately — the data shows they move the needle.

Availability confirmed in the first 90 seconds.

- 1 Calls where the CSR led with 'We have openings this week — what works for you?' converted at nearly 2x the rate of calls where scheduling came up late in the conversation.

CSR used the caller's name at least twice.

- 2 Simple personalization that signals attentiveness. Callers who heard their name used were measurably less likely to say 'I need to think about it' before hanging up.

Licensing and insurance were mentioned without being asked.

- 3 Proactively stating credentials — 'We're fully licensed and insured in California' — reduced credentialing objections and shortened the call-to-booking time.

The estimate was framed as a commitment-free first step.

- 4 'Let me come take a look — no cost, no obligation, and you'll have everything in writing' was the single most effective close phrase observed in April's converting calls.

A specific follow-up was set before ending the call.

- 5 Calls that ended with a confirmed callback time or a booked visit converted at 68%. Calls that ended with 'we'll be in touch' converted at less than 20%.

What lost calls have in common: The CSR let the caller control the conversation without anchoring to a next step. Calls that ended in 'I'll call you back' without a set date almost never converted. Price was discussed before value was established. And in 11% of lost calls, the CSR did not confirm they serve the caller's specific area or project type — a quick qualification that, if missed, wastes both parties' time.

THIS MONTH'S ACTION ITEMS

Three specific, prioritized recommendations based on what April's calls are showing. Each one is executable this week.

1

HIGH PRIORITY

Add pricing context to your homepage and voicemail greeting.

Applies to: Website · Voicemail · GBP Description

Pricing questions appeared in 63% of April's calls — and calls where the caller had no frame of reference were significantly more likely to go silent after the estimate. You don't need to publish fixed prices. Add a line like 'Most residential projects run between \$X and \$Y — we'll give you an exact written estimate after a free site visit.' Put this on your homepage, in your voicemail greeting, and in your GBP description. This one change removes the most common friction point in your inbound calls.

2

MEDIUM PRIORITY

Train your CSR team to confirm availability within the first 90 seconds.

Applies to: Sales Team · Call Scripts

The data is clear: callers who hear 'we have openings this week' early in the call book at nearly 2x the rate of those who don't. Script a simple opening: after confirming the caller's name and location, lead with 'Good news — we actually have availability this week. What part of Monterey are you in?' It sets momentum and positions you as responsive before the caller has a chance to raise an objection.

3

OPPORTUNITY

Build a lightweight referral ask into your post-job follow-up.

Applies to: Operations · Marketing

12% of April's calls came in from referrals — and those callers converted at the highest rate of any persona. You're generating referrals organically but not systematically. A simple text after job completion — 'If you know a neighbor who could use us, we'd love the introduction' — costs nothing and compounds over time. Your Referral Callers also leave the most reviews. Making referrals a deliberate part of your process is the lowest-effort growth lever in this data.

Questions about this report? Call or text us at (831) 789-9320 or reply to your delivery email. Your May report will be delivered June 1st.