

Field study · 55 calls · 48 PE-owned residential service brands · about 20 sponsors · July 16–25, 2026 · nobody booked

The software that answers the phone arrived at most of these platforms. The habits that turn an answered call into a booked job did not, and the caller is the only person in a position to notice.

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●● nine unresolved — outside the study window

Four brands, one sponsor, forty-eight hours. Same fee, same member discount, and a different answer to every other question I asked.

Seven checks. One hour. Your own phones.

Call your own brands the way a customer would, or pull seven recorded calls at random and listen. Beside each check is what happened on my 55 calls. That is not an industry average, because I did not pick these brands at random.

Of the 48 brands I called, not one would have come back clean on all seven.

01	By the time the call ends, do you know how to reach this person again?	13	of 49 asked for an email	☐
02	The caller says they need to think about it. What is the very next sentence from your side?	8	of 49 said something to keep me · agents 6 of 13, people 2 of 33	☐
03	Can whoever picks up say what a visit costs, and whether that money comes off the job?	9	of 49 could not · another 11 could only take a message	☐
04	A caller mentions a second problem in the house. Does it get one trip, a second bill, or somebody else's phone number?	3	of 13 got one trip	☐
05	An hour later, is there anything in that caller's inbox?	1	of 55	☐
06	The caller says they already have a quote from someone else. Does anyone ask to see it?	0	of 5 · five calls is too few for a rate, exact 95% CI 0–52%	☐
07	Call your own after-hours line tonight. Can whatever answers price a visit, book it, or name a time it will call back?	16	of 55 calls were fronted by a scripted agent · 13 ran start to finish	☐

Three calls opened with an agent and passed me to a person, so they count in neither group in check 02. Method, confidence intervals and every limitation: ztsadvisory.com/report

Where this should go

Give it to whoever owns the phones. The seven checks need no vendor, no budget, and nothing you don't already have. If enough of them come back the way mine did, the next question is what that costs you in dollars — and that one takes two weeks on your own data, for a fixed fee we agree before I start.
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