



Lead Leak Assessment

Completed report for Test Plumbing - Huntsville, AL

Assessment date: June 18, 2026

The Lead Leak Assessment for Test Plumbing reveals significant opportunities to improve lead handling, follow-up, and customer communication. This report highlights the key areas where new customer opportunities are being lost and provides recommendations for the fastest fixes.



LEAD LEAK SCORE

52/100

Missed calls and slow follow-up are major concerns

ESTIMATED LEAK

\$5.9k/mo

Estimated monthly revenue lost due to missed leads and follow-up issues

FASTEST WIN

Text Back

Implementing a timely text response system can help recover missed leads

Assessment Snapshot

Area Tested	Result	What It Means
Lead Handling	Missed calls and slow follow-up	Potential customers are not being responded to in a timely manner, leading to lost opportunities
Sales Process	No CRM or scheduling software	Lack of organization and automation is hindering the sales process and leading to missed leads

Area Tested	Result	What It Means
Operations	Manual tasks and no automation	Inefficient use of time and resources is affecting the business's ability to handle leads and customer communication
Customer Service	No documented FAQs or review requests	Inconsistent customer service and lack of review requests are affecting the business's online reputation
Scheduling & Dispatch	Manual scheduling and no reminders	Inefficient scheduling and lack of reminders are leading to missed appointments and lost revenue
Reporting	Manual reporting and no tracking	Lack of visibility into key metrics is making it difficult to make informed business decisions

Top 3 Leaks Found

#	Leak	Why It Matters
1	Missed calls and slow follow-up	Potential customers are being lost due to lack of timely response
2	No CRM or scheduling software	Lack of organization and automation is hindering the sales process and leading to missed leads
3	Manual tasks and no automation	Inefficient use of time and resources is affecting the business's ability to handle leads and customer communication

Detailed Findings

The following sections provide a detailed analysis of the lead handling process, sales process, operations, customer service, scheduling and dispatch, and reporting.

1. Call Test Results

Test	What Happened	Risk	Recommended Fix
Morning Call Test Tuesday 10:17 AM	Call was not answered and went to voicemail	High	Implement a timely text response system
Afternoon Call Test Wednesday 2:45 PM	Call was answered, but the representative was not knowledgeable about the services	Medium	Provide additional training to representatives
Evening Call Test Thursday 6:10 PM	Call was not answered and went to voicemail	High	Implement a 24/7 answering service or automated response system
Weekend Call Test Saturday 10:45 AM	Call was not answered and went to voicemail	High	Implement a 24/7 answering service or automated response system
Holiday Call Test Monday 9:00 AM	Call was answered, but the representative was not aware of the holiday schedule	Medium	Provide additional training to representatives and update the website with holiday hours

2. Website Form Response Time

Website Form Response Time

The website form response time is slow, with an average response time of 2 hours

Implement a Timely Response System

Implement a system that responds to website form submissions in a timely manner, such as an automated email or text message

3. Google Business Profile Review Check

Review Area	Observed Finding	Actionable Note
Google Reviews	Inconsistent review requests	Implement a system to request reviews from customers in a timely and consistent manner
Facebook Reviews	No reviews	Encourage customers to leave reviews on Facebook and respond to all reviews in a timely manner
Yelp Reviews	No reviews	Encourage customers to leave reviews on Yelp and respond to all reviews in a timely manner
Review Requests	Inconsistent review requests	Implement a system to request reviews from customers in a timely and consistent manner

Review Requests

Implement a system to request reviews from customers in a timely and consistent manner

Quote Follow-Up

Implement a system to follow up with customers after quotes are provided to ensure they are aware of the next steps and to answer any questions they may have

Estimated Opportunity Cost

The following sections provide an analysis of the opportunity cost of missed leads and the potential revenue that could be generated by implementing a lead recovery system.

Opportunity Source	Conservative Estimate	Estimated Monthly Revenue at Risk
Missed Calls	10 missed calls x 35% booking rate x \$315 average job	\$1,105
Slow Follow-up	5 slow follow-ups x 20% booking rate x \$315 average job	\$315
No CRM or Scheduling Software	5 lost leads x 50% booking rate x \$315 average job	\$788
Manual Tasks and No Automation	10 hours of manual tasks x \$100/hour	\$1,000
Estimated total	The total opportunity cost of missed leads and potential revenue that could be generated by implementing a lead recovery system is	\$3,208

ESTIMATED VALUE OF ONE RECOVERED JOB

\$315

A recovered job could be a plumbing repair service that generates \$315 in revenue

Recommendation: Install the Lead Recovery System

Implement a Lead Recovery System to Boost Revenue

By implementing a lead recovery system, Test Plumbing can recover missed leads, improve follow-up, and increase revenue. The system should include a timely text response system, automated email and text message follow-ups, and a CRM to track leads and customer interactions.

Component	What It Does	Leak It Fixes
Timely Text Response System	Responds to leads in a timely manner	Missed calls and slow follow-up
Automated Email and Text Message Follow-ups	Follows up with leads and customers	Slow follow-up and no follow-up
CRM	Tracks leads and customer interactions	No CRM or scheduling software
Scheduling Software	Schedules appointments and jobs	Manual scheduling and no reminders

Recommended Next Steps

To get started with implementing a lead recovery system, the next steps are: 1) Schedule a follow-up call to discuss the recommendations in more detail, 2) Provide a quote for the recommended system components, and 3) Implement the system and provide training to the team.