

ARCARIUS SERVICES • FREE TOOLKIT

The Missed-Call Toolkit

Three practical, no-signup tools for local trades who are tired of losing jobs to the phone — use them with pen and paper, today.

1. The Missed-Call Cost Worksheet — 2. Front Desk Options, Compared — 3. Five WhatsApp Scripts You Can Copy Today

5 pages · PDF · No pitch deck · No email required to use it

The Missed-Call Cost Worksheet

Our website has a live calculator for this exact question. This is the same math, on paper, so you can fill it in with your own real numbers over an actual week — no computer needed, and nothing to submit anywhere.

This is a thinking tool, not a guarantee. A missed call doesn't automatically mean a lost job — but it's a fair starting estimate, and the tally grid below turns "probably a lot" into a real number from a real week.

STEP 1 — TALLY A REAL WEEK

Every time the phone rings and it isn't answered — on the job, after hours, or because the line was already busy — make a mark below.

Mon	Tue	Wed	Thu	Fri	Sat	Sun

Total missed calls this week: _____

STEP 2 — DO THE MATH

Missed calls this week _____

× Average value of a booked job RM _____

= Estimated value at risk this week RM _____

× 4.33 (weeks per month) _____

= Estimated value at risk this month RM _____

Not every missed call would have booked — and not every job is average-sized. Treat the total as a ceiling worth paying attention to, not a bill. What matters is whether the number surprises you.

Front Desk Options, Compared

We build AI front desks, so take our own row with that in mind. The other two are real, valid choices depending on your call volume, budget, and how you personally like to work — this table is meant to help you decide, not just sell you.

	Doing it yourself	A shared answering service	An AI front desk
Availability	Business hours — whenever you can pick up	Usually 24/7, via a shared human team	24/7, every call answered the same way
Cost pattern	Free, but costs your own time and focus	Per-minute or monthly fee, scales with volume	Flat monthly fee, doesn't scale with call volume
Consistency	Depends entirely on how busy the day is	Depends on which agent picks up and their training	Same greeting, same questions, every single time
Setup effort	None — it's just your phone	Account setup, script handoff to their team	A few days of training on your services and hours
Best for	Very low call volume, solo operators	Businesses that want a human voice answering	Businesses that want speed and consistency without adding headcount

There's no universally right answer here — a business that takes six calls a week doesn't need the same setup as one that takes sixty. The honest question is simply: what is a missed call currently costing you (see Tool 1), and does that gap justify the cost pattern of any of these three?

Five WhatsApp Scripts You Can Copy Today

No software, no setup — just five message templates worth having ready before you need them. Fill in the brackets, copy, send.

1. Booking confirmation

Hi [Customer Name], this confirms your [Service] appointment on [Date] at [Time] with [Business Name]. Reply YES to confirm or let us know if you need to change the time. See you then!

2. Reschedule request (from you)

Hi [Customer Name], we need to move your [Date] appointment for [Service]. Would [New Date/Time] work instead? Sorry for the change — happy to find another time if that doesn't suit you.

3. Post-quote follow-up

Hi [Customer Name], just checking in on the quote we sent for [Service] on [Date]. No pressure at all — happy to answer any questions, or lock in a date if you're ready to go ahead.

4. No-show / missed appointment nudge

Hi [Customer Name], we had you down for [Service] today at [Time] but weren't able to reach you at the address. Let us know if you'd like to rebook — happy to find a time that works.

5. After-hours auto-reply

Thanks for messaging [Business Name]! We're closed right now but read every message — we'll reply by [Next Business Day/Time]. For anything urgent, call [Phone Number].

These five cover the moments that most often get skipped when things are busy — not because anyone meant to drop them, but because there's only one of you and the phone doesn't stop.

ONE MORE THING

If you'd rather this happened automatically —

Booked, confirmed, and followed up without you typing any of it by hand — that's what our AI Appointment Assistant does. It's live and tested end to end; we're pre-revenue and honest about that, but happy to show you a real walkthrough.

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