LeadAwaker

2026 EDITION

The *Report*

The four places service businesses leak revenue, and how to plug each one.



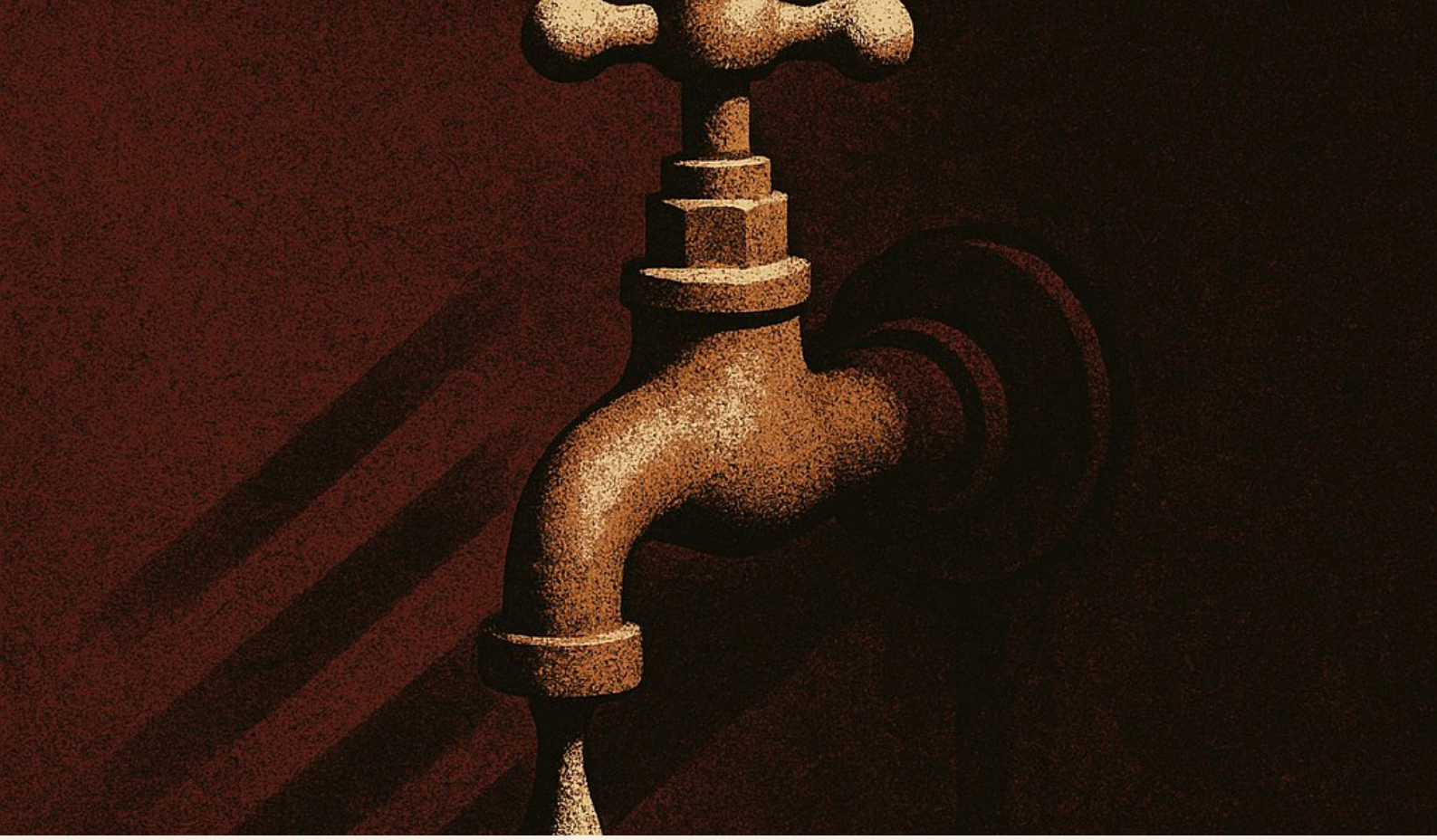
A Lead Awaker field report

With research from Harvard Business Review, BrightLocal, Invoca and Nielsen

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Read the headlines. You'll get the whole argument.

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INTRODUCTION

You don't have a lead problem. *You have a leak.*

Most growth advice is about getting more leads. But look at the ones you already get. Calls go to voicemail. Quotes go unchased. Happy clients never get asked. Past clients drift to whoever advertised last.

> *Pouring more water into a leaking bucket is the most expensive way to fill it.*

AN ORDINARY TUESDAY

Four leaks before dinner.



08:47

A homeowner calls. You're on a job. Voicemail. They call the next name on Google.



11:30

A quote goes out. You mean to chase it. Then it’s next month.



15:10

A client loves the finished job. Nobody asks for a review.



19:20

Last year’s client needs you again. They can’t remember your name, so they click an ad.

An illustrative day. The details are invented. The four moments happen in nearly every service business.

THE MAP

Four leaks. Most businesses have all four.

They don't happen in order, and you don't have to fix them in order. Each one has its own fix.

01

ENQUIRY

The missed call

Calls and messages answered late, or never.

We tell ourselves: they'll call back.

PLUGGED BY THE RECEPTIONIST

02

QUOTE

The quote gone cold

Quotes and old enquiries nobody followed up.

We tell ourselves: they went quiet, so they're not interested.

PLUGGED BY THE SALES REP

03

JOB DONE

The review nobody asked for

Happy clients who were never asked.

We tell ourselves: happy clients leave reviews anyway.

PLUGGED BY THE REPUTATION MANAGER

04

MONTHS LATER

The client you never called back

Repeat work and referrals from past clients.

We tell ourselves: they know where to find us.

PLUGGED BY THE LOYALTY MANAGER

AI won't fix a bad service. If clients don't like your work, plugging leaks only brings you more unhappy clients, faster. If the work is good, it makes sure the work gets paid for.

01

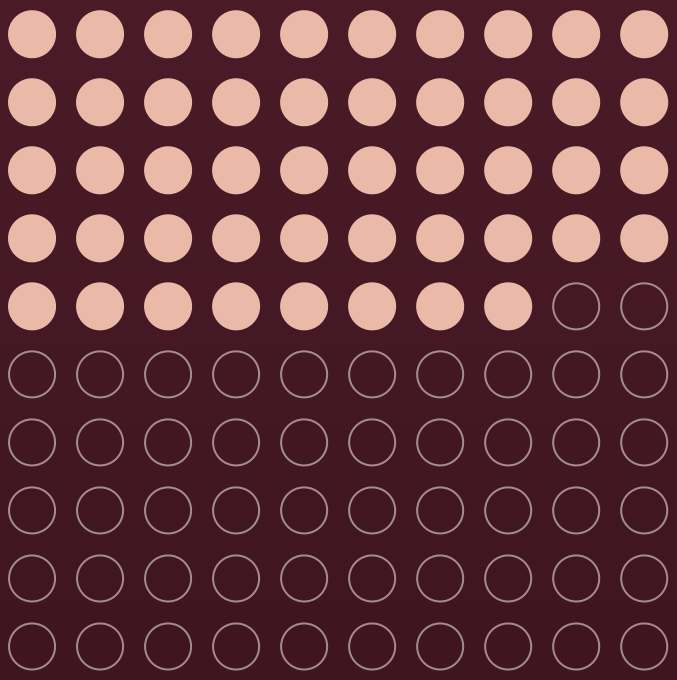
LEAK 01 · ENQUIRY

The missed call

PLUGGED BY The Receptionist



Half your callers never reach a person.



48

of every 100 calls to home-service businesses never reach a human.[1]

<3 in 100

callers sent to voicemail leave a message. The rest call the next business.[2]

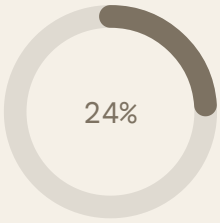
7×

more likely to qualify a lead when you reply within the hour instead of an hour later.[3]

THE FIX

The Receptionist picks up. Every time.

Ours is called Alex. He answers on our website, day and night. Yours can have any name you like.



40 hours

Your office. Weekdays, nine to five.



168 hours

Your Receptionist. Every hour of the week.

1

He answers

Calls you can't take, plus WhatsApp and website messages, go straight to him.

2

He sounds like you

Your name, your prices, your FAQs. In the caller's language, within seconds.

3

He qualifies

What's the job, where, how urgent, what budget.

4

He books or hands over

Into your calendar, or straight to you. You get a summary on WhatsApp.

Callers can always reach a person. He asks who's calling and why, then rings you. You hear the summary and press 1 to take the call.

02

LEAK 02 · QUOTE

The quote gone cold

PLUGGED BY The Sales Rep



THE LEAK

Most enquiries get one try. Then silence.

1 2 3 4 5 6

1

The median number of times companies tried to reach a new lead before giving up.[4]

These people already know your name and wanted what you sell. They're the cheapest leads you'll ever get. You paid for them once already.

23%

of companies never replied to an enquiry at all.[3]

55%

of home-service businesses never ask the lead to book.[1]

WHAT IT LOOKS LIKE

Reopening a cold quote, in seven messages.

Brightsmile Dental

Example conversation

WHITENING QUOTE SENT IN MARCH

1 Hi Mark, Sophie from Brightsmile Dental. In March you asked us about teeth whitening. Is that still on your list?

Still thinking about it honestly, it was a bit pricey

2 Fair enough. You're also due for your six-month check-up, so we could do both in one visit.

Oh right. How much was the whitening again?

3 It's €395, and you can spread it over three months. Thursday 14:00 or Saturday 10:00?

Thursday works

4 Done. Thursday 14:00 with Dr. Visser, check-up and whitening. You'll get a reminder the day before.

1 *Mentions what they actually asked for. No "just checking in".*

2 *Finds a second reason to come in: the overdue check-up.*

3 *Answers the real objection, then offers two real times.*

4 *Booked, with a reminder. You just show up.*

The practice, names and prices are invented.

THE FIX

The Sales Rep reopens the conversation.

1

You hand over the list

Old quotes and enquiries, from a spreadsheet or your CRM. We clean it first.

2

It opens personally

A short WhatsApp message about what each person asked for. No blasts.

3

It has the conversation

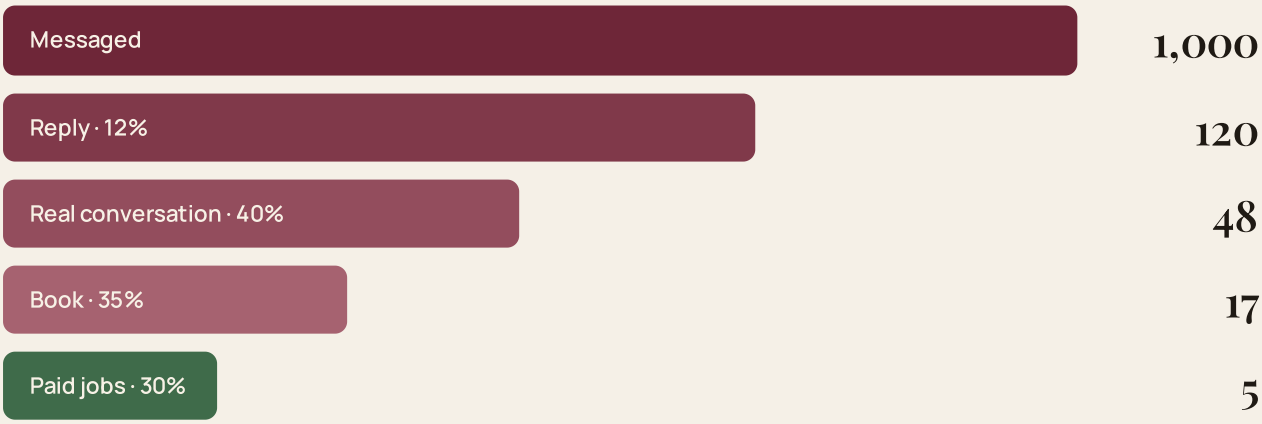
Answers questions, handles "not now", follows up with a new angle.

4

It books

Interested people land in your calendar. You read one summary per lead.

What 1,000 old enquiries can become



An illustration, not a benchmark. Your list, offer and market change every number. At an average job of 4,000, five jobs is 20,000 from a list that was earning nothing.

Respectful by design. Every message has an easy way out, and a "stop" is final.

03

LEAK 03 · JOB DONE

The review nobody asked for

PLUGGED BY The Reputation Manager



Happy clients stay quiet. Unless you ask.

97%
of consumers use reviews to decide what to buy.[5]

83%
of people who were asked for a review left one.[5]

47%
won't use a business with fewer than 20 reviews.[5]

74%
want to see reviews from the last three months.[5]

Unhappy clients write reviews unprompted. Happy ones need a nudge. A business that never asks ends up with fewer, older, grumpier reviews than its work deserves.



☆ THE FIX

The Reputation Manager asks everyone, at the right moment.

1

The job is done

One tap from you, or automatically from your calendar.

2

It asks how it went

A short WhatsApp message while the work is fresh. Not a survey a week later.

3

It routes the answer

Happy? Your Google link, one tap away. Unhappy? You hear first, so you can fix it.

4

It replies

Every new review gets a thoughtful reply in your voice.

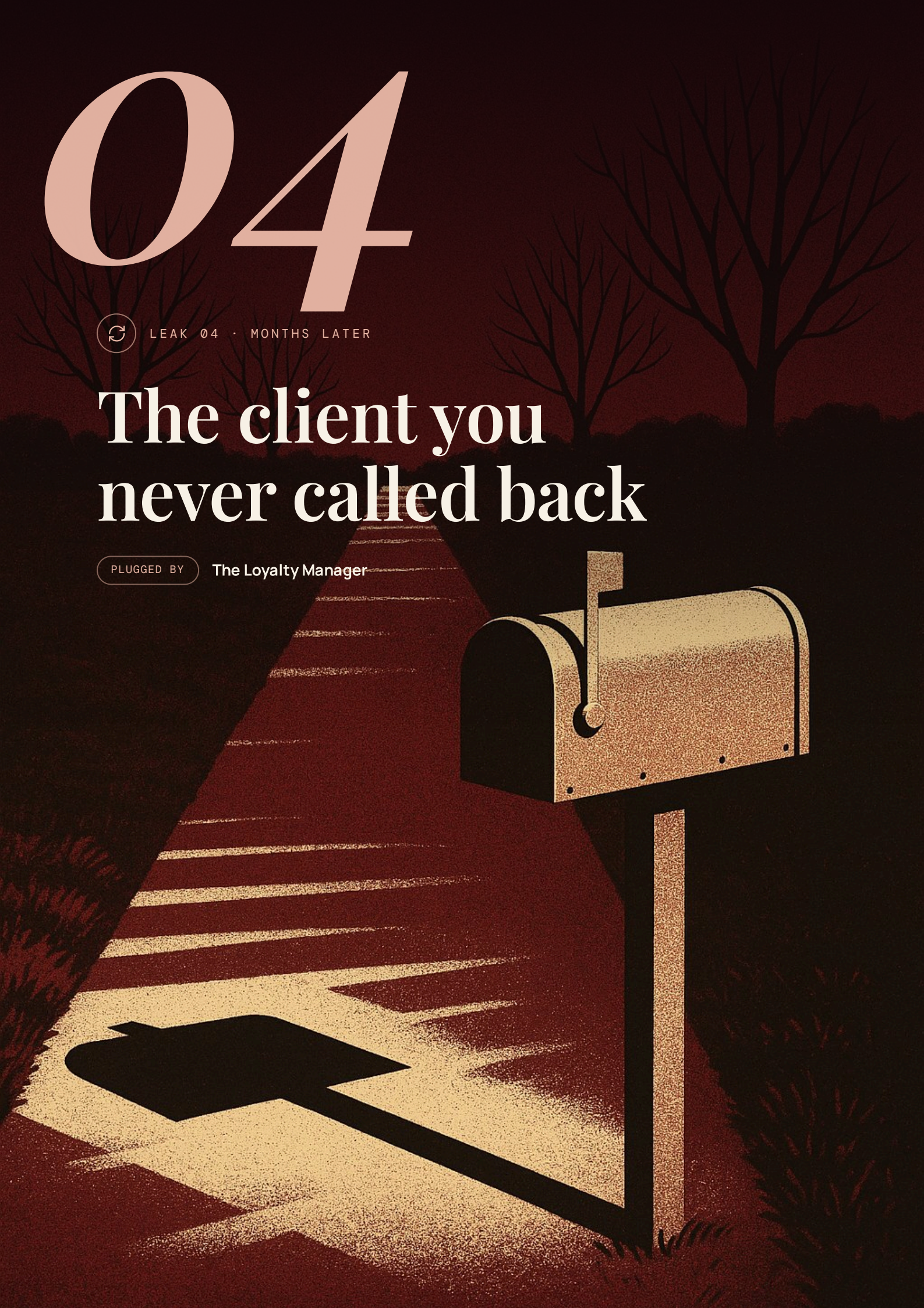
> **Unhappy clients still get the link.** Asking only happy clients is called review gating, and Google's review policy forbids it.[11] So we ask everyone, and you get the chance to put things right first.

04

LEAK 04 · MONTHS LATER

The client you never called back

PLUGGED BY The Loyalty Manager



THE LEAK

Your cheapest next job is someone who already paid you.

5–25×

more expensive to win a new customer than to keep one, depending on the study.[6]

88%

trust recommendations from people they know more than any other kind of advertising.[7]

16%

more valuable: referred customers, compared with everyone else, in a study of 10,000 bank clients.[8]

Most businesses go silent the moment the invoice is paid, then spend money on ads to find strangers.

THE FIX

The Loyalty Manager remembers, so you don't have to.

1

It remembers

What you did for each client, and when the next job is due.

2

It checks in

A personal message about their job, at that moment. Not a newsletter.

3

It rebooks

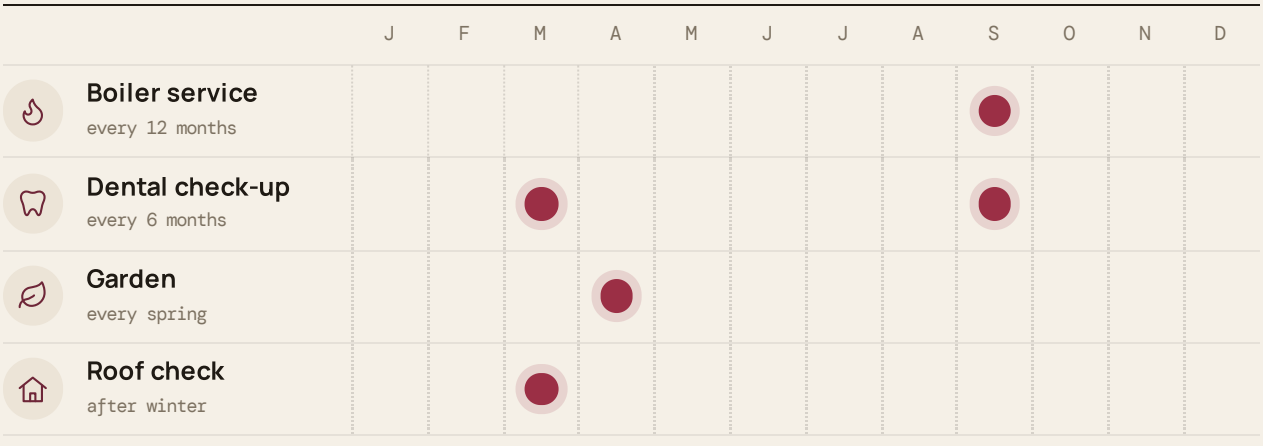
A yes becomes an appointment. Nobody picks up the phone.

4

It asks for the referral

Happy clients get an easy way to pass your name to a friend.

Most services come back around



The Loyalty Manager checks in, right when the next job is due.

Each dot is a job you can remind people about, or let a competitor's ad remind them about.

THE SYSTEM

Five moments that should never go silent.

You don't need a complicated funnel. You need a reply at five moments, every time, in the app people actually read.

Within a minute

A missed call or new message

Answer before they try the next business.

THE RECEPTIONIST

Day 2 and day 7

A quote goes out

Check it arrived and makes sense, then nudge while it's fresh.

THE SALES REP

Same day

A no-show

No guilt trip. Two new times, sent while they still feel bad.

THE RECEPTIONIST

The day it's done

The job is finished

Ask how it went. Happy clients get the review link.

THE REPUTATION MANAGER

When it's due

Months later

The reminder that turns into the next job, or a referral.

THE LOYALTY MANAGER

2.6%

average click rate on a marketing email.[9]

600M

conversations a day between people and businesses on Meta's apps, WhatsApp included.[10]

YOUR NUMBERS

What is it costing you?

Here is an example business, run through our Leak Audit. Your numbers will be different. That's the point.

EXAMPLE BUSINESS	
Average job value	€2,500
Close rate	30%
New enquiries a month	80
Missed or answered late	25%
Old quotes and enquiries	1,200
Jobs completed a month	20
Past clients	900

RECOVERABLE IN 12 MONTHS

€220,500

Missed calls	€108,000
Past clients	€67,500
Cold quotes	€45,000
Reviews never written	108 a year

Assumes 60% of missed enquiries go elsewhere, 5% of old enquiries re-engage, 3% more past clients rebook or refer each year, and half of clients leave a review when asked (you ask 10% today). Deliberately cautious.

Now run your own numbers.

Two minutes, eight questions. See which leak is costing you most.

Open the Leak Audit →

leadawaker.com/audit

WHERE TO START

Plug one leak first.

One leak plugged properly beats four plugged halfway. Find the sentence that sounds like your business.



"The phone rings while we're working, and after hours."

Every missed call is a lead you already paid for, walking to a competitor.

START WITH
The Receptionist



"We have hundreds of old quotes in a spreadsheet."

The fastest money in this report. The leads already exist.

START WITH
The Sales Rep



"Clients love us, but our reviews don't show it."

Ask every client, at the moment they're happiest.

START WITH
The Reputation Manager



"Clients only come back when they happen to remember us."

Remind them when the next job is actually due.

START WITH
The Loyalty Manager

HOW IT FITS TOGETHER

Five tools, or one employee.

Most businesses try to plug these leaks with a stack of apps. Nothing talks to anything, and nobody remembers the customer.

THE STACK

- Answering service — office hours
- CRM — nobody updates it
- Texting tool — one-way blasts
- Review platform — email requests
- Booking app — another login

5 logins · 5 bills · 0 shared memory

THE EMPLOYEE



4 jobs · 1 inbox · 1 memory · day and night

~~A receptionist for office hours~~	→	Every call and message answered, day and night
~~Chasing quotes when someone remembers~~	→	Every open quote followed up, personally
~~A review email nobody opens~~	→	A WhatsApp message when they're happiest
~~A Christmas card~~	→	A check-in when the next job is due

Done with you, not by you. We set it up, write the messages in your voice, and you see every conversation in one inbox.



YOUR NEXT STEP

One leak. This month.



If you've read this far, you already know which leak is yours. The fastest way to find out if an AI employee can plug it is to talk to one. Alex answers on our website, day and night. Try to trip him up.

Gabriel

FOUNDER, LEAD AWAKER

TRY IT NOW

Talk to Alex

leadawaker.com

20 MINUTES · FREE

Book a Leak Scan

Your numbers, your first leak

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Every number in this report, and where it comes from.

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Example businesses, conversations, the reactivation illustration and the calculator example are illustrations and are labeled as such. Every other figure comes from the sources above.

LEADAwaker

Stop losing the leads you already paid for.

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