

AUDIT 01

The 10-Question Voice Agent Audit

The diagnostic Wayfinder AI uses before quoting any property on after-hours call handling. Tells you whether you have a \$200 fix or a \$5,000 fix.

A FREE PLAYBOOK

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Powered by **Lonely Pine AI**

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Why this audit exists

Most properties cannot answer this question: how much revenue are we losing to the phone?

Without an answer, every conversation about voice agents, AI receptionists, or after-hours call handling stays theoretical. Vendors pitch products. Owners ask "do we really need this." Nothing ships.

This audit cuts through that. Ten questions. Fifteen minutes. By the end, you know exactly what category of problem you have and what shape of fix to consider.

There are three possible outcomes:

- **\$200 fix.** You have a workflow gap, not a voice agent problem. A better forwarding rule + a written FAQ for your front desk solves it.
- **\$2,000-5,000 fix.** A targeted voice agent for after-hours, overflow, or specific call types (booking inquiries, maintenance, check-in logistics).
- **\$10,000+ fix.** A full-stack guest communication platform. Voice agent is one component of a larger lifecycle.

How to use this

Print this page or open it on your phone. Walk the front desk for one hour. Listen to two days of voicemail. Pull up your phone system's call log. Answer each question honestly. Total your score at the end.

Do not estimate. If you do not know an answer, write "do not know" - that itself is a finding.

The 10 questions

1. How many inbound calls does your property receive per week?

- Under 25: **0 points**
- 25-75: **1 point**

- 75-200: **2 points**
- 200+: **3 points**

Why this matters: Below 25 calls/week, a voice agent does not pay back. Above 200, you almost certainly need one.

2. What percentage of incoming calls go to voicemail or get abandoned?

- Under 10%: **0 points**
- 10-25%: **1 point**
- 25-50%: **2 points**
- Over 50%: **3 points**

Why this matters: Industry research suggests 80% of voicemails left at properties go unreturned within 24 hours. A high voicemail rate is a direct measure of revenue leak.

3. What percentage of missed or abandoned calls happen outside business hours (6 PM to 9 AM, or weekends)?

- Under 25%: **0 points**
- 25-50%: **1 point**
- 50-75%: **2 points**
- Over 75%: **3 points**

Why this matters: After-hours calls are the cleanest voice agent use case. A guest calling Tuesday at 8 PM is often ready to book. If nobody picks up, they call the next property.

4. What is your average booking value?

- Under \$300: **0 points**
- \$300-\$800: **1 point**
- \$800-\$2,500: **2 points**
- \$2,500+: **3 points**

Why this matters: Higher booking value means each missed call costs more. Pays back voice agent investment faster.

5. What is your call-to-booking conversion rate today (calls that result in a confirmed booking)?

- Do not track: **2 points** (this is itself a finding)
- Under 10%: **0 points**
- 10-25%: **1 point**
- 25-50%: **2 points**
- Over 50%: **3 points**

Why this matters: If you do not measure this, you cannot improve it. Voice agents create the measurement layer.

6. Who currently answers your phone during business hours?

- Voicemail or auto-attendant only: **3 points**
- Front desk staff (one person, no backup): **2 points**
- Front desk staff with backup: **1 point**
- Dedicated call center: **0 points**

Why this matters: Single-point-of-failure phone coverage is the most common pattern at independent properties. It collapses the moment that one person is on another line, on break, or off shift.

7. From when a guest calls to when they speak with a human, what is the typical wait time?

- Under 30 seconds: **0 points**
- 30 seconds to 2 minutes: **1 point**
- 2-5 minutes: **2 points**
- Over 5 minutes or never: **3 points**

Why this matters: The conversion data is brutal. Booking inquiries called back after 5 minutes convert at 1/4 the rate of those answered in under 30 seconds.

8. Do you have a written list of the 20 most common questions guests ask, with current correct answers?

- Yes, updated within last 90 days: **0 points**
- Yes, but more than 90 days old: **1 point**

- No, but staff have it memorized: **2 points**
- No: **3 points**

Why this matters: Without a maintained FAQ, your front desk gives inconsistent answers and a voice agent has nothing to train on. This is the single highest-leverage internal asset for any property.

9. Can your front desk staff check live availability and complete a booking entirely over the phone right now, without putting the guest on hold?

- Yes, in under 2 minutes: **0 points**
- Yes, but it takes 2-5 minutes: **1 point**
- Sometimes, depending on the booking source: **2 points**
- No: **3 points**

Why this matters: If your humans cannot do this, your AI agent definitely cannot. Fix the booking flow before adding a voice agent on top of a broken one.

10. If a guest called your main number RIGHT NOW with a simple question (pool hours, Wi-Fi password, parking), who would they reach and how long would it take to get an answer?

- Live person, answer in under 60 seconds: **0 points**
- Live person, answer in 1-3 minutes: **1 point**
- Voicemail or auto-attendant: **2 points**
- Dead end or no callback: **3 points**

Why this matters: This is the experience your guests are actually having today. If you do not know the answer to this question without checking, that itself is a finding.

Your score

Add up all the points.

TOTAL	WHAT IT MEANS	WHAT TO DO
0-7	You have a phone operation that works.	Voice agent is not your priority. Focus on the next bottleneck in your operation.
8-15	You have a workflow gap, not a voice agent problem.	Build the FAQ. Set up call forwarding rules. Get a basic backup answering service for after-hours. \$200-500/month fix.
16-22	You have a real voice agent opportunity in specific scenarios.	Targeted voice agent for after-hours, overflow, or specific call types. \$2,000-5,000 setup, \$300-600/month.
23-30	You are losing real revenue every week to the phone.	Full-stack voice agent + guest communication platform. \$4,000-10,000 setup, \$750-1,500/month. The math pays back inside 90 days.

What's next

If you scored 16 or higher and want to see what a real voice agent looks like in production, reply to the welcome email you received with the word **demo** and I will send you a recording of an actual guest call handled by one of our voice agents.

If you scored 23+ and want a 20-minute conversation about whether a voice agent is right for your specific property, book a slot: <https://calendly.com/lonelypineai/wayfinder-ai-discovery-call>

If you scored under 16, congratulations. Save this audit. Run it again in 6 months. Properties change.

About Wayfinder AI

Wayfinder AI is a weekly newsletter for independent hospitality operators who want practical AI plays they can actually run. Vacation rental managers, AOA and condo property managers, boutique hotel owners.

Written by Nalu Camanse at Lonely Pine AI.

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