

The After-Hours Call Cost Calculator

The math that proves to your owners' association exactly how much revenue is bleeding out of your missed-call queue every month. Use it in your next board meeting.

A FREE PLAYBOOK

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Powered by **Lonely Pine AI**

wayfinderai.substack.com

The premise

When a guest calls your property after hours and reaches voicemail, one of three things happens:

1. They leave a message, you call back the next morning, they have already booked elsewhere
2. They hang up without leaving a message
3. They call the next property on their list

In all three scenarios, you lose the booking. The lost revenue does not show up in any report. It is a silent leak.

This calculator turns that leak into a number. A real number, in dollars per month, that you can put in front of an owners' board, a property GM, or yourself.

What you need to gather (5 minutes)

Before you fill this in, look up:

1. Your phone system's call log for the past 30 days
 2. Your typical booking value (or use \$750 if you do not know)
 3. Your typical phone-to-booking conversion rate (or use 20% if you do not know)
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The inputs

Input A: After-hours inbound call volume per month

Count the number of calls received between 6 PM and 9 AM, plus weekends, in the past 30 days.

If you cannot pull this exactly, estimate:

- Small property (10-25 units): 30-60 after-hours calls/month
- Medium (25-100 units): 60-200

- Large (100+ units): 200-500+

Input A: ___ calls/month

Input B: Percentage of after-hours calls that go unanswered

Pull from your call log. Or estimate:

- Have a live answering service or backup: ~20%
- Voicemail-only after hours: ~80-95%
- No coverage at all: 100%

Input B: ___ %

Input C: Your typical phone-to-booking conversion rate

Of the calls that DO reach a person and discuss booking, what percentage result in a confirmed booking?

- Don't track: use 20%
- High-intent inquiry calls: 25-40%
- Mixed (some bookings, some questions): 15-25%
- Mostly general questions: 5-15%

Input C: ___ %

Input D: Your average booking value

Total revenue divided by total bookings over the last 12 months.

- Vacation rental (1-3 night avg): \$300-800
- Vacation rental (week-long avg): \$1,500-4,000
- Boutique hotel room (per stay): \$200-600
- Resort condo / AOA unit: \$800-3,000+

Input D: \$ ___ per booking

The calculation

Step 1: Multiply A x B to get monthly missed calls.

Step 2: Multiply by C to estimate how many of those missed calls were booking-intent.

Step 3: Multiply by D to estimate the dollar value of those missed bookings.

Step 4: Multiply by 12 to get the annualized cost.

Worked example

A 60-unit vacation rental property:

- Input A: 120 after-hours calls per month
- Input B: 85% go unanswered = 102 missed calls
- Input C: 25% would have been bookings = 25.5 missed bookings
- Input D: \$1,200 average booking value = \$30,600 missed revenue per month

Annualized: \$367,200 in lost bookings per year.

This number is approximate. It is also defensible. The math is conservative on every input.

Your numbers

STEP	CALCULATION	YOUR VALUE
Step 1	A x B	___ missed calls/month
Step 2	(Step 1) x C	___ missed bookings/month
Step 3	(Step 2) x D	\$ ___ lost revenue/month
Step 4	(Step 3) x 12	\$ ___ lost revenue/year

What this number means

If your annualized number is:

ANNUAL LOSS	WHAT IT PAYS FOR
Under \$25,000	A backup answering service (\$300-600/month) probably covers it
\$25,000 - \$75,000	A targeted voice agent for after-hours (\$300-600/month operating cost). Pays back in 1-3 months.
\$75,000 - \$250,000	Full voice agent + guest communication platform (\$750-1,500/month). Pays back in 1-2 months.
\$250,000+	The math is no longer the question. The question is why this is not already fixed.

The conservative case

This calculation does NOT include:

- **Reputational cost.** Guests who couldn't reach you do not just go to a competitor - they tell others.
- **Return guest revenue.** Lost guests do not come back next year.
- **Staff time cost.** Someone returns those voicemails the next morning. That time has a price.
- **Owner satisfaction.** If you manage rentals for owners, your call answer rate is one of the loudest signals of your professionalism.

In other words: the real number is bigger. This is the floor, not the ceiling.

Use this in your next board meeting

Print this page. Fill in your numbers. Bring it to your next owners' meeting, GM check-in, or budget conversation.

Two responses tend to follow:

1. "How accurate is this?" - it is conservative. Show the math.
2. "What would fix it?" - that is the conversation worth having.

If you want to map your specific numbers to a specific fix, book a 20-minute call:
<https://calendly.com/lonelypineai/wayfinder-ai-discovery-call>

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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