

The First Impression Report.



Prepared for **Your Business** · Anytown, NY

Five recorded calls · one timed form fill · scored by AI, signed by a person

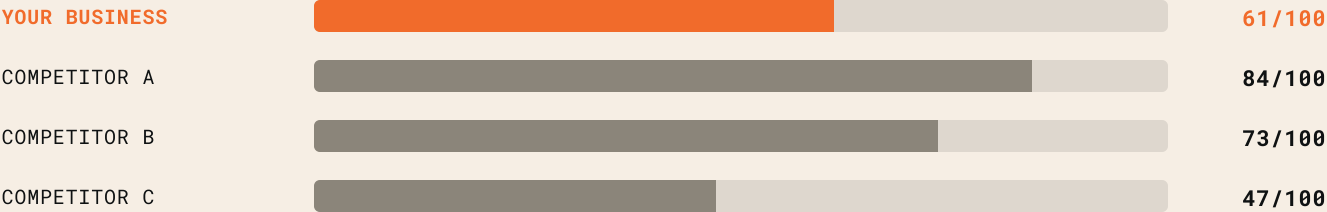
Delivered within five business days of request

SAMPLE REPORT · EVERY FIGURE IS ILLUSTRATIVE

Your report is built from your own calls, with every recording attached as an audio file.

Four Businesses. Same Rubric. Same Week.

Each business was called with the same questions a real customer asks. Scores combine speed to answer, who answered, whether anyone captured the caller, and whether anyone offered a time. **Sample data.**



THE CALL LOG

WHEN	LINE	PICKUP	OUTCOME
TUE 10:14A	YOUR LINE	RANG 0:26	VOICEMAIL
THU 3:41P	YOUR LINE	ANSWERED 0:07	NO BOOKING ASK
TUE 11:02A	COMPETITOR A	ANSWERED 0:04	BOOKED THE VISIT
WED 9:37A	COMPETITOR B	ANSWERED 0:11	TOOK NAME + NUMBER
WED 4:15P	COMPETITOR C	RANG 0:31	VOICEMAIL

The verdict in one line: on the week we called, a customer who dialed all four businesses would have reached a person at Competitor A in four seconds and been offered a time on the calendar. At your business, they had a coin-flip chance of voicemail.

The Moments That Decided the Scores.

Every call is attached to this report as an audio file. These are the seconds worth hearing twice. **Sample transcript excerpts.**

YOUR LINE · TUE 10:14A · RANG 26 SECONDS

No answer. The voicemail greeting is the carrier default, so the caller cannot tell they reached the right company.

SCORED 0 OF 25. TO THE CALLER, THIS CALL DID NOT HAPPEN.

YOUR LINE · THU 3:41P · ANSWERED IN 7 SECONDS

"Hello? ... Yeah, we do that. You'd have to call back tomorrow, the person who does the estimates isn't in."

Fast pickup, real person, honest answer. But no business name, no request for the caller's name or number, and no offer to have anyone call back.

SCORED 14 OF 25. THE CALLER'S NEXT MOVE IS YOUR COMPETITOR.

COMPETITOR A · TUE 11:02A · ANSWERED IN 4 SECONDS

"Good morning, [Competitor A], this is Mike ... I can have someone out Thursday morning. What's your name and the best number for you?"

Business name in the greeting, a person's name, and both capture questions inside ninety seconds.

SCORED 23 OF 25. THIS IS WHAT YOUR CALLERS ARE COMPARING YOU TO.

What Happened After the Form Fill.

One clearly marked test lead was sent through your own website form. The clock ran until a person responded. **Sample timeline.**

WED 9:02A	Test lead submitted through your website contact form. Name and send time are printed here so your team can clear it from the CRM in one search.
WED 9:02A	Your autoresponder replies: "Thanks, we'll be in touch shortly." An autoresponder is not a response.
WED 9:07A	The published five-minute window closes. Odds of qualifying this lead are now falling with every minute.
WED 10:49A	First human response, by email: one hour and forty-seven minutes after the form fill.
NEVER	No phone call was ever placed to the number the lead provided.

For scale: in the published audit of 2,241 US companies, 37% responded to a web lead within an hour and 23% never responded at all. A response at 1:47 beats the never-responders and still gives away the five-minute window where the odds of qualifying run 21x higher. Most of your competitors are losing this race too, which is exactly why winning it is cheap.

Harvard Business Review response audit; Lead Response Management study. Published research, not our numbers.

Ranked by What Each One Is Costing You.

Most of these cost nothing to fix but attention. **Sample findings.**

01 Kill the voicemail dead end.

Half the test calls to your line ended in a default voicemail greeting. Forward to a cell after three rings during business hours, and put the business name on the greeting today. If afternoons are unstaffed, an answering service costs less than one lost job.

THE MOST EXPENSIVE 26 SECONDS ON THE TAPE

02 Add the two questions to every pickup.

"Can I get your name and best number?" and "Want me to put you down for Thursday?" Your Thursday call was answered fast by a person and still captured nothing. Competitor A's entire 23-point lead is these two sentences.

FREE. EFFECTIVE THE NEXT TIME THE PHONE RINGS

03 Wire the form to a phone, not an inbox.

Your test lead waited 1:47 for a human email and never got a call. Route form fills as a text or call task to whoever holds the phone, with a target of five minutes, and reply by phone first: the lead gave you a number because they wanted to talk.

THE FIVE-MINUTE WINDOW IS WHERE THE 21X LIVES

How This Report Was Built.

Your business was called twice, on different days and at different hours. Each named competitor was called once with the same questions a real customer asks. One clearly marked test lead was sent through your website form. Every recording was transcribed and scored by AI on the same five moments, and a person reviewed every line before this report left the building.

The five moments the AI scores

- **The dial.** Rings counted from the first one.
- **The pickup.** A person, a menu, or voicemail. Voicemail scores zero.
- **The greeting.** Business name, a person's name, or a bare hello.
- **The ask.** Did anyone request the caller's name and number?
- **The close.** Did anyone offer a time on the calendar?

The standards

Scores are benchmarked against published response research: the Harvard Business Review audit of 2,241 US companies' response to a new web lead, and the Lead Response Management study on callback timing. None of the benchmarks are our numbers, so the grade means something outside our building.

The ground rules

New York is a one-party consent state and we are the party on every call. Calls are ordinary customer inquiries; we never impersonate a real person and never place an order. Results go to you and nobody else.

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