

The 5-Minute Response Rule

Get back to a new enquiry inside 5 minutes.

Research by Dr James Oldroyd - the study behind Harvard Business Review's famous lead-response work - found you're 21x more likely to turn an enquiry into a real lead when you respond inside 5 minutes instead of 30.

Why it matters

- 80% of missed callers never ring back.
- 82 out of 100 ring the next business instead.
- Most tradies find out about the call hours later - the job's already gone.

How the trade stays on the rule

- Every call answered in seconds - even on the tools.
- Booking details captured while the caller is still keen.
- You get the message straight away, not at knock-off.

The rule works. The problem is staying consistent on it.

See what missed calls are costing you

Free 2-minute scorecard: optiphone.ai/scorecard

Or call us on 0489 086 864 - our own AI receptionist will answer.