

FOR AUSTRALIAN TRADIES · 2026

Missed Calls Cost Tradies \$342k a Year: The Fix

Every unanswered ring is a job walking to your competitor. Here's what the missed-call problem really costs, why it happens, and how an after-hours AI Phone Agent puts a stop to it.

Australian trade businesses lose an estimated \$342,000 a year to missed calls, based on an average job worth around \$1,300 and a call-to-job conversion of roughly 23%. Tradies miss about one in three inbound calls because they are on the tools, and around 55% of callers who hit voicemail never leave a message, they just ring the next name on the list. The fix is an AI Phone Agent that answers every call 24/7 in a natural Australian accent, captures the job, books it or texts the customer back, and escalates the urgent ones. With Uniden Voice Over Cloud the AI call agent is included as standard, Australian-hosted, and works with the number and mobile you already have.

■ The short version

Scenario	Without an AI Phone Agent	With an AI Phone Agent
On the tools, hands full	Call missed, no voicemail, lead lost	Call answered, job details captured
After hours & weekends	Straight to voicemail, most hang up	Answered 24/7, urgent jobs escalated
Multiple calls at once	Overflow calls go unanswered	Queued and answered, no one drops off
Follow-up	Callback hours later, often too late	Instant text-back so the caller waits for you
Record of the enquiry	A number with no context	Full lead with name, job and contact

■ Key points

- Answers every call, 24/7
- Captures the job
- Books it or texts back
- Routes the urgent ones

When the calls actually come in

A lot of trade enquiries land outside the hours you can answer them: early morning before a job starts, over lunch, late afternoon when people knock off work and finally deal with that leak, and after hours or on weekends when something breaks. If your phone only gets answered when your hands are free, you're covering a fraction of the window your customers are actually calling in.

■ Questions the full guide answers

- ☐ How much are missed calls really costing my trade business?
- ☐ Why do tradies miss so many calls in the first place?
- ☐ Won't callers just leave a voicemail if I miss them?
- ☐ What is an AI Phone Agent and how does it help a trade business?
- ☐ Will customers know they are talking to an AI receptionist?
- ☐ Do I need new hardware or a new phone number to set this up?
- ☐ Is my customer data kept in Australia?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.