

Quotes nobody followed up and retyped invoices cost about \$46,000 a year.

130

quotes a year with no follow-up

\$46,000

a year

8 hours

a week retyping

What we found

1. Half of quotes got no follow-up after they were sent. That's about 130 quotes a year.
2. About 6 calls a week after 4 p.m. went unanswered, with no text back. Not counted in the total.
3. The office manager retypes every accepted quote into an invoice: about 8 hours a week.

What it's costing

Quotes with no follow-up	$130 \times 1 \text{ in } 10 \text{ won back} \times \$2,800$	about \$36,400 a year
Retyping quotes	$8 \text{ hours} \times \$25 \times 48 \text{ weeks}$	about \$9,600 a year
Total		about \$46,000 a year

The fix

Every quote gets three follow-ups by text until the customer says yes or no. Missed calls get a text back within two minutes. Accepted quotes turn into invoices without retyping. All in the software they already pay for.

The cost of the fix

Fixed price, agreed before work starts.

Recommendation: build it.

Glen Hernandez