

NOVABUZZ

The **response time** audit

One week, a pen, and an honest look at what is actually costing you jobs.

You cannot fix a number you have never measured. This takes five minutes a day for a week and almost everyone is shocked by the result. Do it before you buy any software.

Free. No email, no call, no pitch. You asked by commenting **SPEED**, so here it is. Share it with anyone who needs it.

Step one, log every enquiry for seven days

Every single one, from every channel. If it came from a stranger who might pay you, it goes on the list.

Date and time in / Channel / Time you first replied / Won or lost

Step two, work out your real number

- 1 Add up every gap between enquiry and your first reply.
- 2 Divide by the number of enquiries. That is your average response time.
- 3 Now find your slowest one. That is the one people remember.
- 4 Count how many took over an hour. That is your leak.

My average / My slowest / How many over an hour

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Step three, the honest questions

☐ How many enquiries never got a reply at all?

- ☐ Which channel is slowest, and is it the one you tell people to use?
- ☐ Do enquiries that arrive after 5pm ever get answered the same day?
- ☐ What happens to a Saturday enquiry?
- ☐ Of the ones you lost, how many did you reply to within an hour?

That last one is the whole audit. If your losses cluster in the slow replies, price was never the problem.

Step four, the benchmark

Under 5 minutes is where you win most of the time. Under an hour is competitive. Over four hours and you are usually the backup quote. Over a day and you are a price check for someone else.

You do not need to be instant on everything. You need to be instant on the acknowledgement, and reliable on the callback.

Step five, fix it in the cheapest order

- 1 Get every channel landing in one place.
- 2 Auto acknowledge inside five minutes with a real callback time.
- 3 Handle after hours and weekends the same way. That is where the easy wins are.
- 4 Re measure the week after. Compare to the number you wrote above.

Re measure date and new average