

Missed Call Response Checklist

Human Service. Smarter Systems.

What happens after the phone rings?

A missed call is not automatically a lost customer. The risk appears when there is no clear process for capturing the request, assigning ownership, responding, following up, and recording the outcome.

A MISSED CALL WITHOUT A RESPONSE PROCESS IS THE REAL RISK.

Treat the missed call as the start of a workflow - not the end of a phone call.

A BETTER MISSED-CALL FLOW

CALL → CAPTURE → ACKNOWLEDGE → ASSIGN → RESPOND → FOLLOW-UP → OUTCOME

KASENCE FLOW CHECK

Review your current missed-call process. Check each question you can answer clearly.

PROMPT	YOUR NOTES
1 Where does a missed call go?	Clear
2 Who owns the first response?	Clear
3 How quickly should that response happen?	Clear
4 What happens if the assigned person doesn't respond?	Clear
5 Can you see which missed calls are still unresolved?	Clear

IF ONE OF THESE ANSWERS IS UNCLEAR:

The issue may not be the phone system. It may be the flow around it.

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BUILD YOUR RESPONSE STANDARD

MAKE THE NEXT STEP CLEAR BEFORE YOU ADD MORE TECHNOLOGY

Use this page to define who responds, how quickly they respond, and what happens when the normal path breaks. The goal is not complexity. The goal is visible ownership.

TARGET RESPONSE TIME

Example: within 15 minutes, same business hour, next morning

PRIMARY OWNER

Who is responsible for the first response?

BACKUP OWNER

Who takes over if the primary owner is unavailable?

ESCALATION TRIGGER

When does an unresolved call need attention from someone else?

CURRENT STATE VS. DESIRED STATE

Describe what actually happens today, then define the process you want to be able to rely on.

WHAT HAPPENS TODAY?

WHAT SHOULD HAPPEN?

THE FIRST GAP WE NEED TO FIX

Choose one specific break point - ownership, response time, escalation, follow-up, or visibility.

NEED HELP IDENTIFYING THE GAPS?

Take the Kasence Flow Check and start with the flow before adding more tools.

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