Precision Legal Marketing

EXECUTIVE SUMMARY

This report analyzes inbound call activity for the main firm line (555-555-5555), staffed by a single agent, over a 62-business-day period from March 2 through May 26, 2026. The data was cross-referenced with the overflow line (555-555-5555) to assess rollover patterns and determine agent availability during missed calls.

The findings do not support the agent's reported claim of being overwhelmed by phone volume. Key conclusions are as follows:

- The agent answers an average of 5.2 calls per day, spending approximately 17 minutes on the phone daily.
- 96.4% of each working day — roughly 7 hours and 43 minutes — the agent is not on a call.
- 89% of missed calls occurred while the agent had no active call on the line.
- The overflow line (877) answered 176 calls where agent 212 had no phone activity whatsoever — suggesting routine unavailability rather than busy-line rollovers.
- The agent is answering the phone with only 'law firm,' which is unprofessional and inconsistent with firm standards.

1. CALL VOLUME

Period Analyzed	March 2 – May 26, 2026
Business Days	62
Total Answered Calls	323
Total Missed Calls	54
Total Calls (Answered + Missed)	377
Average Answered Calls / Day	5.2
Average Missed Calls / Day	0.9
Average Total Calls / Day	6.1
Average Calls / Week	24.8

2. PHONE TIME ANALYSIS

Based on an 8-hour workday (8am–5pm, excluding 12–1pm lunch), the following reflects actual time the agent spent on active answered calls during working hours:

Average Time ON Phone Per Day	17 minutes
Average Time FREE (not on a call) Per Day	7 hours 43 minutes
% of Workday ON Phone (average)	3.6%
% of Workday FREE (average)	96.4%
Days with More Than 2 Hours on Phone	0 out of 62
Days with More Than 1 Hour on Phone	1 out of 62
Days with Less Than 30 Minutes on Phone	49 out of 62
Longest Single Call	35.9 minutes
Calls Lasting More Than 7 Minutes	48 out of 323 (14.9%)

In short: the agent is not on the phone enough to justify an inability to perform paralegal duties. Even on the busiest recorded day, less than 1 hour and 12 minutes was spent on calls.

3. MISSED CALL ANALYSIS

54 calls were missed (true missed calls, excluding abandoned). Each was cross-referenced against the agent's active call log to determine whether the agent was occupied:

Missed While Actively on Another Call	6 (11%)
Missed With No Active Call — No Excuse	48 (89%)
Missed During Core Working Hours (8–12, 1–5)	47
Missed During Lunch (12–1pm)	6
Missed After 5pm	1

Of the 48 missed calls with no active call: 19 occurred during morning working hours, 22 during afternoon working hours, and 6 during the lunch hour. No time window is meaningfully elevated — the pattern is consistent across the entire workday.

4. OVERFLOW LINE (555) ANALYSIS

The overflow line (555-555-5555) handled 181 answered calls during the same period. Each was cross-referenced against 212's active call log:

877 Answered Because 212 Was On the Phone	3 (1.7%)
877 Answered — 212 Did Not Pick Up (Same Call)	2 (1.1%)
877 Answered — 212 Had No Call Activity	176 (97.2%)

97% of all overflow calls went to the 555 line not because 212 was busy — but because 212 had no call activity at that moment. This strongly indicates the agent is away from the desk, unavailable, or not attending to the phones on a routine basis.

5. PHONE GREETING — COMPLIANCE ISSUE

The agent has been answering the phone with the phrase "law firm" — a greeting that is vague, unprofessional, and not representative of the firm's standards. The required greeting is:

> "***Hi, thank you for calling Ditcher, Quick and Hyde, — this is the Desk of Steve Mandel, how may I help you?"***

(fictitious name used to protect our real client's identity but not to deceive the reader)

This greeting must be used on every inbound call without exception. It establishes professionalism, identifies the firm by name, and sets the right first impression for clients.

6. RECOMMENDATIONS

Immediate Actions

- Implement a mandatory phone greeting script effective immediately. Post the required greeting at the agent's workstation.
- Conduct a direct conversation with the agent addressing the discrepancy between reported workload and actual data.
- Establish an accountability check — supervisor spot-monitoring of calls and availability.

Training

- Phone professionalism training: proper greeting, tone, call handling, and client-facing communication standards.
- Time management: given minimal call volume, the agent should be completing paralegal tasks between calls. Structured daily workflows should be introduced.
- Call logging awareness: the agent should understand that all call activity is tracked, timestamped, and available for review.

Performance Monitoring

- Set a minimum performance benchmark: all inbound calls during working hours should be answered. A 14.3% miss rate with no active call is not acceptable.
- Monthly reporting: pull call data monthly to track trend — is miss rate improving, and is average call volume changing?
- Review overflow line reliance: with proper desk coverage, the 555 line should rarely be needed outside of true simultaneous calls.

7. KEY DATA SUMMARY

Avg calls answered per day	5.2
Avg time on phone per day	17 minutes
Avg free time per day	7 hrs 43 min
% of day free from phone duties	96.4%
Missed calls with no active call	48 of 54 (89%)
Overflow calls with no 212 activity	176 of 181 (97%)
Non-compliant phone greeting	Yes — using 'law firm'
Calls > 7 minutes	48 of 323 (14.9%)

— End of Report —