



DEALERSHIP INTELLIGENCE BRIEF

The Real Cost of Missed Dealership Calls

What human after-hours phone coverage actually costs automotive, RV, marine, and powersports dealerships — and how a managed 24/7 AI voice receptionist saves money while performing measurably better.

\$853K–\$1.17M

at-risk service revenue
per rooftop, per year

35%

of inbound dealership
calls never connect

4–5x

cheaper than a fully
loaded BDC hire

Scope & method

U.S. franchised and independent dealerships across automotive, RV, marine, and powersports. Every contestable figure carries a numbered citation to a named source (full URLs on the final page). Modeled calculations are labeled [MODEL]; cross-industry proxies and estimates are flagged [PROXY] / [ESTIMATE]. The AI solution referenced is a managed agent at ~\$0.25/minute of talk time plus a flat monthly fee, with white-glove deployment, management, and monitoring.

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Bottom Line Up Front

Seven numbers a dealership owner or GM cannot ignore — each a standalone, fully-cited pull-quote.

1 ~158 missed service calls/month — \$853K to \$1.17M in at-risk service revenue per rooftop, per year.

The average store leaves seven figures of fixed-ops revenue on the table annually just by not answering the phone.¹

2 35% of all inbound dealership calls never connect to a person who can help.

Out of 48 million calls analyzed in the first half of 2025, more than one in three failed to reach someone who could help the caller.²

3 53% of all dealer leads arrive outside weekday 9 AM–6 PM — when the showroom is dark.

The majority of demand lands after hours, on weekends, and over lunch.³

4 75–80% of callers who hit voicemail never call back — and 62–71% call a competitor, often within five minutes.

A missed call is not a delayed sale; it is usually a sale handed to the dealer down the street.⁴⁵⁶

5 A fully loaded in-house automotive BDC agent costs ~\$99,000/year — and still can't cover nights, weekends, or holidays.

Base wage is less than half the true cost once payroll tax, benefits, training, ~40% turnover, and management overhead are added.⁷⁸

6 Dealership turnover hit 42% in 2025; call-center agent turnover runs 30–40%, at ~\$20,800 to replace one agent.

Human coverage is not just expensive — it is structurally unstable, with constant re-hiring and re-training.⁹¹⁰

7 A managed AI voice receptionist answers 100% of calls, 24/7/365, for ~\$1,875/month — 4–5× cheaper than the human equivalent.

At ~\$0.25/minute of talk time plus a flat managed fee, the AI costs a fraction of one BDC seat while covering every hour of every day.¹¹¹²

Head-to-Head Comparison

A managed AI voice receptionist versus the four traditional ways a dealership handles calls outside staffed hours. Cost figures assume a representative franchised store with ~600–1,375 inbound calls/month (modeled in the worked example).

Dimension	AI Voice Receptionist	Answering Service	Call Center / BPO	FT After-Hours Hire (BDC)	Voicemail / Do Nothing
Typical monthly cost	~\$875–\$3,625 (~\$1,875 mid)	~\$250–\$1,990	~\$4,800–\$9,900	~\$8,249 (loaded)	~\$20–\$50
Annual cost	~\$22,500	~\$3K–\$24K	~\$58K–\$119K	~\$98,990	~\$240–\$600
Hours covered/week	168 (24/7/365)	Up to 168	Varies; OT for 24/7	~40–55	0 (machine)
% of calls answered	~100% instantly	High in-hours	High in-hours	Limited by shift	0% live
Consistency / quality	Identical, on-script	Variable; messages	Variable; accent issues	Human variance	None
Sick / PTO / turnover risk	None	Vendor-absorbed	High (30–40%)	High (40–42%)	N/A
Ramp / training time	Hours–days	Days	Weeks	90 days–6 mo	None
Concurrency	Unlimited	Limited	Limited	One at a time	N/A
Net revenue effect	Captures after-hrs + overflow	Messages only	During coverage	Misses nights /weekends	Bleeds \$0.85–1.7M/yr

Sources: Aircall (2026)¹¹; PATLive¹⁴ & MAP Communications¹⁵ pricing; Nextiva call-center cost¹³; Strolid loaded-BDC cost⁸; BLS ECEC⁷; revenue-at-risk from Numa¹.

Section 1 – The Cost of Each Traditional After-Hours Alternative

1a. Outsourced telephone answering services

Live answering services bill four ways — per-minute (pay-as-you-go), bundled-minute plans with per-minute overage, per-call, and flat monthly plans. Across U.S.-based operators, published rates run roughly \$0.75–\$2.60 per minute, translating to \$250–\$1,200+/month at typical small-business volumes, with most top-tier vendors waiving setup fees.¹⁶¹⁷

Vendor	Entry to Top (monthly)	Overage / PAYG	24/7?	Setup
MAP Communications	\$49 – \$649	\$1.28–\$1.37/min	Included	None
Specialty Answering Svc	\$44 – \$5,649	\$1.19–\$1.54/min	Per-second	None
PATLive	\$75 – \$1,990	\$2.00–\$3.85/min	US agents	None
AnswerConnect	\$325 – \$1,645	\$2.75–\$2.95/min	Included	~\$49.99
Ruby Receptionists	~\$245 – ~\$1,725	~\$3.39–\$5.00/min eff.	Included	None
Smith.ai (human)	\$292.50 – \$2,100	~\$9.75/call	Included	Varies

The lowest-cost credible U.S. 24/7 option is MAP Communications at ~\$1.43/min all-in.¹⁵ Critically, most answering services are message-takers, not appointment-setters or CRM-integrated agents — they capture a name and number, not a booked service appointment, so their revenue-capture ceiling is far below an integrated BDC or AI agent.¹⁸¹⁹

1b. Call centers / BPO / contact centers

Region	Per-agent hourly rate (2025–2026)
U.S. (domestic)	\$28–\$57/hr
Nearshore (Latin America)	~\$12–\$25/hr
Offshore (Philippines)	~\$10–\$18/hr
Offshore (India)	\$6–\$14/hr

After-hours and overnight coverage typically carries a +20–40% premium.¹³²⁰ Dealership-specific BDC outsourcers (Strolid, Better Car People, Traver Connect, Virtual BDC) price between answering services and full call centers; a single U.S. domestic FTE-equivalent of coverage runs roughly \$4,800–\$9,900/month before management.⁸²¹ Offshore is cheaper but introduces the accent/comprehension and CSAT problems documented in Section 3.

1c. In-house after-hours / on-call staff — fully loaded

The single most common GM mistake is comparing an AI agent to a base wage. Base wage is less than half the real cost. BLS reports a median receptionist wage of \$17.23/hour (\$35,840/year)²² [PROXY — no dealership-specific BLS sub-category exists]; dealership-specific data puts automotive BDC agents at \$35,000–\$60,000 base.⁸²³

The loaded-cost stack (each layer sourced):

- Payroll taxes: 7.65% FICA + ~1% blended FUTA/SUTA = ~8.6% of wages.²⁴
- Benefits: BLS ECEC shows benefits are 29.9% of total compensation (~42.7% on top of wages).⁷
- Training: ~\$1,500–\$3,000 onboarding + \$300–\$400/month ongoing.⁸
- Turnover: 50–80% of salary to replace²⁵; BDC turnover runs 35–45%/year.²⁶
- Management overhead: ~10–15% of direct labor.⁸
- Shift differentials: +5–15% for evenings/nights/weekends.²⁷

Scenario	Base Wage	Fully Loaded Annual	Monthly	Coverage Limit
FT General Receptionist (median)	\$35,840	~\$72,477	~\$6,040	Business hours only
FT Automotive BDC Agent	\$40,000 + ~\$7,200 bonus	~\$98,990	~\$8,249	~8a–7p; no 24/7
PT On-Call After-Hours (20 hrs/wk)	\$17,919	~\$35,270	~\$2,939	Limited; high PT turnover

Worked math for the BDC agent: \$47,200 wages+bonus + \$4,059 payroll tax + \$20,154 benefits + \$5,925 training + \$12,272 amortized turnover (40% × 65% of salary) + \$7,080 management + \$2,300 shift differential = ~\$98,990/year.⁷⁸ And this still does not deliver 24/7 — an 8-hour overnight shift at \$18.95/hr (\$151.60) that handles ~20 minutes of actual calls costs ~\$7.58 per call-minute in idle-inclusive terms [MODEL]¹ — versus \$0.25/min for AI that bills only for talk time. A small 2–3 agent in-house BDC runs \$164,100–\$315,480/year all-in.⁸

1d. Doing nothing — voicemail / letting it ring

Direct cost is near zero (voicemail rides on the existing \$20–\$50/line VoIP subscription). But this is the most expensive option once opportunity cost is counted: ~83% of inbound calls to service advisors go unanswered during peak times⁴, 80% of callers hang up without leaving a voicemail, and 85% of those never call back.²⁸ The full dollar bleed is quantified in Section 2.

Section 2 – The Cost of the Missed Call Itself (the Real Bleed)

2a. How many calls go unanswered, and when

Multiple large datasets converge on ~19–35% of dealership calls going unanswered or failing to connect: Invoca puts missed inbound calls at 23%²⁹; the Marchex 8-million-call index found >19% unanswered/abandoned³⁰; Car Wars reports only 64.6% of calls actually connect, implying ~35% non-connection²; and DealerPulse cites ~1 in 3 (25–33%).³¹

The timing is the killer: 53% of all dealer leads arrive outside weekday 9 AM–6 PM³, and Cox Automotive's Car Buyer Journey puts the after-hours share of shopping activity even higher. The majority of demand lands precisely when human coverage is weakest or absent.

2b. They don't call back — they call a competitor

75–80% of callers who reach voicemail never call back.⁴⁵³¹ 62% call a competitor if they don't reach a live person⁵; a separate analysis found 71% call a competitor within five minutes.⁶ And 78% of car buyers buy from the first dealer to respond — yet the industry-average response time is 1 hour 38 minutes.³ A missed call is not deferred revenue; four times out of five it is revenue transferred to a competitor.

2c. What each call is worth

Metric	Value	Source #
Avg new-vehicle transaction price	\$48,205	32
Avg new-vehicle front-end gross	\$2,005	32
Avg total gross/deal (front + F&I)	~\$4,132	32
Avg service repair order (RO)	\$494 (2025; \$466 in 2024)	32
Phone lead to appointment set rate	74%	33
Phone lead close rate (sales)	14% (vs. 6% internet)	34
RV towable / motorized avg unit	\$40,000 / \$126,000	35
RV total gross/deal	~\$6,100 / ~\$10,300	35
Powersports avg unit / gross [ESTIMATE]	~\$15,000 / ~\$2,500	model
Marine mid-tier avg unit / gross [ESTIMATE]	~\$40,000 / ~\$6,500	model

The dollar model [MODEL]. At an industry-average 158 missed service appointment calls/month × \$494/RO:

$$158 \times \$494 = \$78,052/\text{month} = \$936,624/\text{year}$$

At the 75th percentile (216 missed calls/month), service-only exposure is \$1,280,448/year.³⁶³²

Sales-intent missed calls [MODEL]: 600 calls/mo × 23% missed = 138; × 40% sales-intent = 55; × 78% never-call-back = 43 lost leads; × 14% close = ~6 lost deals/mo × \$4,132 = ~\$24,792/month = ~\$297,500/year.²⁹³⁴

Higher-value verticals lose more per missed call [MODEL]

Segment	Total Gross/Deal	Annual Lost Gross @ 3 / 5 / 10 missed sales calls per week
Auto (new)	~\$4,132	\$20,884 / \$34,807 / \$69,614

Segment	Total Gross/Deal	Annual Lost Gross @ 3 / 5 / 10 missed sales calls per week
RV (towable)	~\$6,100	\$30,852 / \$51,419 / \$102,839
RV (motorized)	~\$10,300	\$52,069 / \$86,782 / \$173,564
Marine (mid-tier) [ESTIMATE]	~\$6,500	\$32,862 / \$54,769 / \$109,538
Powersports [ESTIMATE]	~\$2,500	\$12,630 / \$21,050 / \$42,099

Assumptions: 78% no-callback, 14% close rate, blended front + F&I gross.⁴³⁴³⁵ Combined conservative auto exposure: ~\$1.4M–\$1.7M/year at risk per rooftop, with a realistic recoverable range of \$600K–\$1.0M after adjusting for wrong numbers, non-intent calls, and no-shows. At-risk is not guaranteed-lost — it is the maximum recoverable opportunity, clearly labeled.

2d. After-hours & weekend buyer behavior

VisQuanta's 2026 study of 7,041 leads found 75 after-hours leads per store/month that go largely unanswered, worth \$336K–\$480K/year in missed gross at a 10–15% close rate [MODEL].³ Weekday-evening shoppers tend to be deeper in the funnel; weekend shoppers earlier. Either way, the demand exists when the phones aren't staffed.

Section 3 — Human Performance & Reliability Gaps (Quantified)

3a. Answer & abandonment rates

35% of all inbound dealership calls fail to connect to someone who can help (48M calls, H1 2025), and 23% are outright missed.²²⁹ Against a contact-center acceptable abandonment benchmark of 5–8%, dealership reality of 23–35% is 3–7× worse.¹⁰ Average hold time is 3 minutes 5 seconds, and 31.8% of unconnected calls are callers who hung up while on hold.²

3b. Turnover & replacement cost

Dealership turnover hit 42% overall in 2025 (73% for non-luxury sales consultants) — an estimated \$20 billion industry cost.⁹ Call-center agent turnover runs 30–40%, at ~\$20,800 to replace one agent.¹⁰ SHRM puts average cost-per-hire at \$4,700 and total replacement at 50–200% of salary.²⁵

3c. Absenteeism

National absence rate is 3.2% (2024), costing roughly \$1,685/employee/year.³⁷³⁸ For a 5-person BDC, there is a ~15% probability someone is out on any given day [MODEL] — a structural coverage gap an AI does not have.

3d. Hold times & after-hours gaps

Average hold time of 3:05 and a 9-minute average service wait create the conditions for hang-ups.²²⁶ Most dealerships have no live after-hours coverage at all — yet 53% of demand arrives then.³

3e. Call quality & CSAT

A Car Wars AI mystery-shop found only 4.88% of dealership calls created urgency and only 15.77% asked about vehicle preferences — most calls are mishandled even when answered.² Offshore call centers show a persistent CSAT gap (onshore ~79% vs. offshore ~58% in one ICMI/CFI comparison), and 45% of call centers reported declining CSAT.³⁹ An AI agent is accent-neutral, on-script, and consistent on every single call.

3f. Ramp / training time

A new BDC agent needs 90 days to baseline and 4–6 months to full proficiency, at \$5,000–\$25,000 in training cost — and 27.6% turn over before reaching breakeven.⁸ AI deployment is measured in hours-to-days and is vendor-managed.

Section 4 – AI Voice Assistant: Cost & Performance Benchmarks

Pricing

Industry consensus for managed, all-in-one AI voice platforms is \$0.25–\$0.50/minute¹¹; raw infrastructure stacks (Retell, Vapi, Bland) run \$0.10–\$0.33/min true all-in.^{40,41} The solution profiled here sits at the low end of the managed tier (~\$0.25/min + a flat managed monthly fee) — with full white-glove deployment, management, and monitoring included. Automotive-specific vendors (Numa, Toma, Podium, Impel) bundle CRM/DMS integration into managed monthly pricing.

Performance

- ~100% answer rate, instantly, 24/7/365, with unlimited concurrency (no busy signals, no hold).⁴²
- Production latency of 500–1,000 ms is the good tier; a Twilio independent benchmark measured 491 ms p50 on optimized configurations.⁴³
- Containment rates of 55–65% industry-wide, and 50–80% in automotive.^{42,44}

Measured outcomes (automotive)

- Numa (600+ franchise dealers): 2.2M appointments rescued, 12% average revenue increase, 56% booking rate on handled calls.¹²
- Toma: Middletown Honda achieved >50% call containment and \$100K+/year savings; the Martin Group handled 22,000+ calls generating \$2M+ in service appointments in 90 days.⁴⁴
- Podium Jerry: 30% revenue lift, 45% better lead conversion, 40% of inquiries captured after hours.⁴⁵

Vendor case-study figures are self-reported and should be read as directional, not audited.

Section 5 – Worked Example: A Representative Franchised Dealership

Stated assumptions (all sourced): 1,375 inbound calls/month (Numa average of 16,500/year across 600+ dealers), 4-minute average call = 5,500 talk-minutes/month; \$494 average RO³²; 158 missed service calls/month.³⁶

AI voice receptionist cost [MODEL]:

$$5,500 \text{ min} \times \$0.25 = \$1,375 \text{ compute} + \$500 \text{ flat managed fee} = \$1,875/\text{month} = \$22,500/\text{year}$$

Option	Monthly	Annual	24/7?	Answers 100%?
AI voice receptionist	\$1,875	\$22,500	Yes	Yes
FT BDC agent (fully loaded)	\$8,249	\$98,990	No	No
Outsourced answering (after-hrs block)	~\$800	~\$9,600	Partial	Messages only
US call center (1 FTE-equiv.)	~\$6,500	~\$78,000	OT only	During coverage
Voicemail / do-nothing	~\$35	~\$420	No	0% live

The AI is 4–5× cheaper than the fully loaded human BDC while covering 168 hours/week versus ~40–55.¹²⁸

Revenue recovery [MODEL]: 158 missed service calls/month × \$494 = \$73,628/month at risk (\$883,536/year). A conservative 10% capture improvement = \$88,354/year (\$7,363/month) recovered — already ~4× the AI's monthly cost.¹ Toma's published ROI framework models \$22,000/month in combined staff savings + recovered gross, netting ~\$20,125/month after AI cost.⁴⁴

The Bottom Line, in Dollars

For a representative U.S. franchised dealership, a managed 24/7 AI voice receptionist costs about \$22,500/year (~\$1,875/month) — roughly one-quarter the fully loaded cost of a single after-hours BDC agent (\$98,990/year) while answering 100% of calls across all 168 hours of the week, with zero turnover, PTO, sick days, ramp time, or accent/comprehension complaints.⁷⁸¹¹ Against the \$853K–\$1.17M in service revenue and an additional ~\$300K–\$480K in sales gross the average store currently leaves on the table each year¹³, recovering even 10% of that bleed (~\$88K/year) delivers roughly 4× return on the entire AI investment — before counting the BDC labor it replaces. The math is not close: humans cannot match 24/7 availability, 100% answer rate, sub-second consistency, or per-minute economics, and the data proves the gap rather than merely asserting it.

Sources & Citations

Every contestable figure in this report is keyed to a numbered source below. URLs are clickable. Data ranges 2022–2026; sources older than ~3 years are flagged at point of use.

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