Enquiry response time tracker

Measure how long new enquiries wait for a real person, across every channel, for one normal week

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Workflow automation for small service businesses

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Free to copy and use

How to use this tracker

Most small businesses have never measured how long a new enquiry waits for a person. This tracker gives you a real number in one week, and shows which days and channels have the longest waits.

What it is	A one-week log of every new enquiry, with a summary page that turns it into averages by channel.
Who it's for	Anyone who answers or manages new enquiries in a small business.
How long	Two minutes per enquiry while the week runs, then 30 minutes to fill in the summary.
What you need	This tracker, or the spreadsheet version, and access to your phone log, web forms, inbox, chat and social messages.

Record two times for each enquiry

First response	When a real person first made contact: answered the call, called back and reached them, or wrote a personal reply.
Booked	When a proper conversation was booked or held: a discovery call, appointment or meeting with the right person.

What counts as a response

Counts

- A person answering the phone
- A call back that reaches them
- A personal email or message written to them
- A live chat reply from a person

Does not count

- An automatic email or SMS
- A chatbot reply
- A voicemail left for them. Note it as an attempt and keep the clock running

What a good response time looks like

When someone enquires, they have usually already decided they need help. They want to talk to someone then. The longer they wait, the more likely they are to go quiet.

What we aim for, by channel

Phone	A person answers during business hours. Missed calls are returned within the hour, and always the same day.
Web form	A phone call within the hour during business hours. People who use forms have often given a lot of detail already, and a call soon after works very well.
Email	A personal reply the same business day, offering a time to talk.
Live chat	A person replies while they are still on the page. If nobody is free, say so and offer a call back.
Social messages	A reply the same business day from someone who can book a conversation.
After hours	An automatic reply that says when they will hear from you, then a call first thing the next business day.

Common reasons for long waits

- Enquiries land in an inbox or voicemail that nobody owns on that day
- Web forms go to one person, and nobody else sees them when that person is away
- Follow-up and quoting are done by hand, after the day's other work
- Missed calls are not logged, so nobody knows who is waiting
- After-hours enquiries are picked up mid-morning instead of first thing

01 Daily log: Monday and Tuesday

Channel: P = phone · F = web form · E = email · C = live chat · S = social message

Monday

Time in	Channel	First response	Wait (hrs)	Booked	Handled by

Tuesday

Time in	Channel	First response	Wait (hrs)	Booked	Handled by

02 Daily log: Wednesday and Thursday

Channel: P = phone · F = web form · E = email · C = live chat · S = social message

Wednesday

Time in	Channel	First response	Wait (hrs)	Booked	Handled by

Thursday

Time in	Channel	First response	Wait (hrs)	Booked	Handled by

03 Daily log: Friday and after hours

Channel: P = phone · F = web form · E = email · C = live chat · S = social message

Friday

Time in	Channel	First response	Wait (hrs)	Booked	Handled by

After hours and weekend

Time in	Channel	First response	Wait (hrs)	Booked	Handled by

Your week in numbers

Count each channel's enquiries, then work out the average and longest wait. Booked is how many of those enquiries reached a proper conversation.

Channel	Enquiries	Average wait (hrs)	Longest wait (hrs)	Booked
Phone				
Web form				
Email				
Live chat				
Social message				
All channels				

Within the hour

Enquiries that reached a person within an hour, divided by all enquiries.

____ %

Conversion

Booked divided by enquiries. Compare it against your next month's number.

____ %

Read the results

One week is a small sample, but it is usually enough to show the pattern.

If waits are long

Fix ownership first: one person owns enquiries on any given day, and the channels land in a shared place. Then look at whether replies wait for a person to be free, and whether the first reply is a person at all.

If responses are fast but booking is low

The first contact is working. The conversation is the problem: it is not being booked on the first call, or the follow-up after it is lost. Fix the booking step next.

Go further with a systems audit

This tracker is one of several free resources for small business. The full systems audit looks at where time and money go across your whole business, and suggests the workflows that would save the most.

About Nikolas Gannon

Nikolas Gannon

I find where small businesses lose hours and money to repeated admin, and I build the simpler system. Workflows, websites and systems, built in the tools you already use.

BOOK A FREE SYSTEMS AUDIT

Choose a time

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BASED IN

Sydney, working across Australia