

# April 2026 Call Performance Report

Call Analytics & Contractor Performance

April 2026

Prepared May 13, 2026  
Data Source: GoHighLevel Contact Exports

## SECTION 01

### April Summary & Forward Outlook

Top-level summary and what to watch heading into May

April 2026 tells a story of **opportunity meeting constraint**. Inbound call volume reached 86 contacts — the second-highest month of 2026 — confirming that marketing reach and brand presence remain solid across the Chicagoland service area. The challenge is that contractor capacity didn't keep up: unanswered calls more than doubled compared to March (35 vs 16), pulling the answer rate down nearly 19 points.

**Verified job production remained solid** at 27 verified jobs in April, though down from March's standout 35. The contractor network continues to deepen, with **19 contractors receiving calls in April** compared to 16 in March. Several smaller-volume contractors (Goodberlet, Old World, Omega, Ravinia, Terry, Bishop) demonstrated they can convert at high rates when given the calls.

**What to watch in May:**

- Volume direction — does April's 86 represent a new baseline, or was it a spring spike?
- Top performers' capacity — Aleck (19 calls) and Norman (12 calls) accounted for 36% of volume but 51% of missed calls
- New contractor performance — five contractors closed 100% of their April calls on small samples; will they sustain it at higher volume?
- Bristol concentration — 10 calls from a single market is unusual; worth confirming routing is optimal

**Opportunity Area:** The 35 unanswered calls in April represent direct lost revenue. At current close rates, those 35 calls would have produced roughly 11 additional verified jobs. A dedicated call answering solution — ensuring every inbound call is picked up, qualified, and routed to an available contractor — would have a measurable impact on close rate and revenue. This becomes more urgent as volume continues to grow.

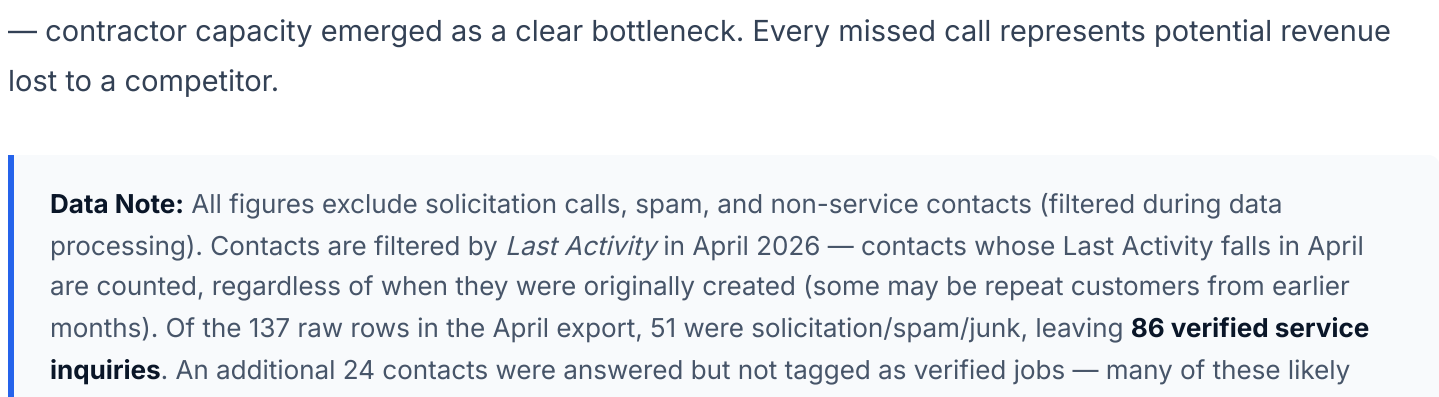


April 2026 Performance Report — Confidential  
Live Dashboard: [p911stats.com](#)

## SECTION 02

### Executive Summary

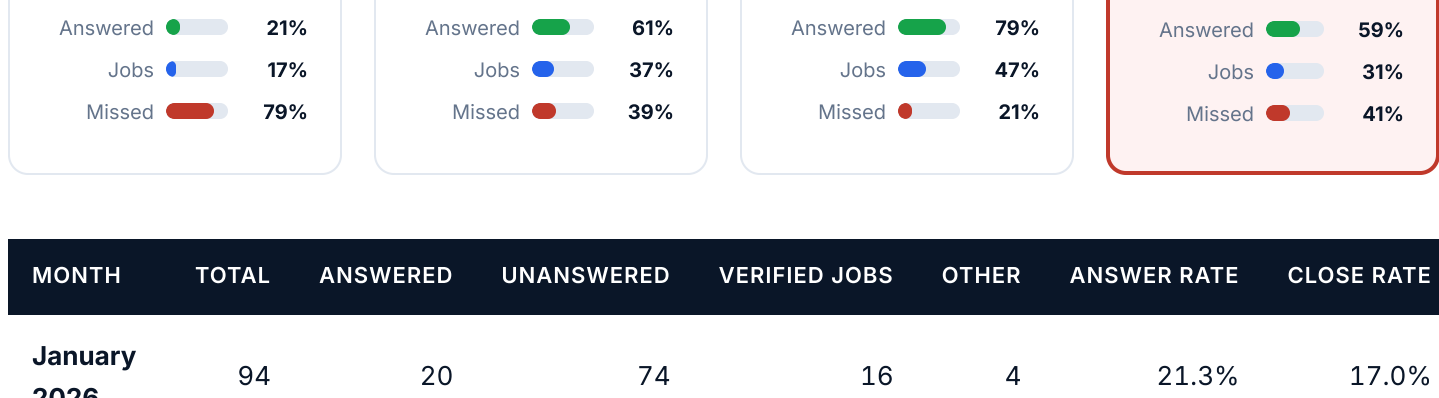
April 2026 performance overview with comparison to Q1 2026



April 2026 delivered **86 inbound contacts** routed to contractors across the Chicagoland service area — a **14.7% increase in volume** compared to March 2026 (75 contacts) and the second-highest volume month of 2026 so far. This continues the strong inbound momentum established late in Q1.

The bigger story in April is the **significant pullback in answer rate**, which fell from March's 78.7% peak to **59.3%**. The close rate also dropped from 46.7% in March to 31.4% in April — essentially flat versus the Q1 average (31.4%). With **35 calls going unanswered** — more than double March's 16 missed calls — contractor capacity emerged as a clear bottleneck. Every missed call represents potential revenue lost to a competitor.

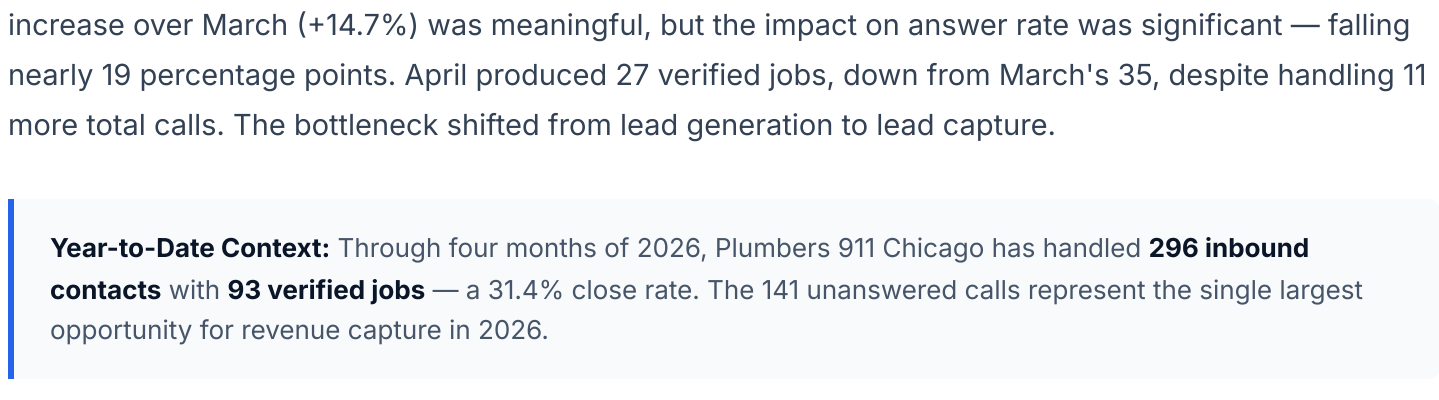
**Data Note:** All figures exclude solicitation calls, spam, and non-service contacts (filtered during data processing). Contacts are filtered by *Last Activity* in April 2026 — contacts whose Last Activity falls in April are counted, regardless of when they were originally created (some may be repeat customers from earlier months). Of the 137 raw rows in the April export, 51 were solicitation/spam/junk, leaving **86 verified service inquiries**. An additional 24 contacts were answered but not tagged as verified jobs — many of these likely converted into booked work that was not confirmed in the system. The actual close rate is likely higher than reported.



## SECTION 03

### April vs Q1 2026 Comparison

How April 2026 compares to the three months of Q1 2026



**April was the second-busiest month of 2026 so far**, behind only January's 94 contacts. The volume increase over March (+14.7%) was meaningful, but the impact on answer rate was significant — falling nearly 19 percentage points. April produced 27 verified jobs, down from March's 35, despite handling 11 more total calls. The bottleneck shifted from lead generation to lead capture.

**Year-to-Date Context:** Through four months of 2026, Plumbers 911 Chicago has handled **296 inbound contacts** with **93 verified jobs** — a 31.4% close rate. The 141 unanswered calls represent the single largest opportunity for revenue capture in 2026.

## SECTION 04

### Contractor Performance — April 2026

Call outcomes by contractor, sorted by total volume

Contractor	Total Calls	Answered	Unanswered	Verified Jobs	Answer Rate	Close Rate
Aleck	19	9	10	7	47.4%	36.8%
Another	15	9	6	4	60.0%	26.7%
Norman	12	4	8	3	33.3%	25.0%
David Soltwisch	5	2	3	1	40.0%	20.0%
Bishop	4	3	1	3	75.0%	75.0%
PJF	3	2	1	0	66.7%	0.0%
Berwyn	2	1	1	0	50.0%	0.0%
Fidelity	2	1	1	0	50.0%	0.0%
Goodberlet	2	2	0	2	100.0%	100.0%
Johns Service & Sales	2	1	1	1	50.0%	50.0%
Old World	2	2	0	2	100.0%	100.0%
Sherman	2	1	1	0	50.0%	0.0%
Gs R	1	0	1	0	0.0%	0.0%
HT Strenger	1	1	0	0	100.0%	0.0%
John J Cahill	1	0	1	0	0.0%	0.0%
Omega	1	1	0	1	100.0%	100.0%
Ravinia	1	1	0	1	100.0%	100.0%
Terry	1	1	0	1	100.0%	100.0%
Unassigned*	10	10	0	0	100.0%	0.0%
<b>April Total</b>	<b>86</b>	<b>51</b>	<b>35</b>	<b>27</b>	<b>59.3%</b>	<b>31.4%</b>

\*Unassigned: 10 contacts (11.6%) did not have a city tag in the system, so the routed contractor could not be identified from the data. These are included in monthly totals but separated from individual contractor metrics.

**19 contractors received calls in April.** Among contractors with 3 or more calls, **Bishop** led with a 75% close rate (3 verified jobs from 4 calls), followed by **Aleck** at 36.8% (7 verified jobs from 19 calls — the highest absolute count). **Aleck** and **Another** together handled **40% of April's call volume** (34 of 86 calls), with combined performance of 52.9% answer rate and 32.4% close rate.

**Capacity warning:** Aleck and Norman together missed **18 calls** in April — over half of all missed calls (35). These two contractors received 36% of April volume but accounted for 51% of unanswered calls. Either workflow redistribution or supplemental coverage during peak hours could meaningfully improve the overall answer rate.

## SECTION 05

### Service Area & Top Markets

Geographic distribution of April 2026 inbound calls

April 2026 calls originated from **48 distinct cities and communities** across the greater Chicagoland area. Bristol led all markets with 10 calls — notable concentration in the southwest service area routed primarily to **Another**. The top markets by inbound call volume are shown below.



## SECTION 06

### Key Insights & April Sentiment

What the April 2026 numbers tell us

**+14.7%**  
**Sustained Volume Growth**

April delivered 86 contacts, up from March's 75 — the second-highest month of 2026 after January. Inbound lead flow is holding firm at elevated levels, validating the marketing investment.

**35 Missed**  
**Capacity Pressure Returned**

Answer rate fell from 79% in March to 59% in April. With 35 missed calls vs March's 16, the unanswered count more than doubled — a clear capacity signal as volume scales.

**27 Verified**  
**Verified Job Production**

April delivered 27 verified jobs — solid output that nearly doubles February's 15, though down from March's standout 35. Combined with 24 "Other" answered contacts that likely include additional unverified bookings, the true number is likely higher.

**19**  
**Wider Contractor Activation**

19 contractors received calls in April, up from 16 in March. New entrants like Goodberlet, Old World, Omega, Ravinia, and Terry each delivered 100% close rates on their calls. Network depth continues to expand.