

Q1 2026 Call Performance Report

Call Analytics & Contractor Performance

January — March 2026

Prepared March 31, 2026
Data Source: GoHighLevel Contact Exports

SECTION 01

Q1 Summary & Outlook

Top-level summary and forward momentum heading into Q2

The first quarter of 2026 tells a clear story of **improvement and adaptation**. While January presented challenges with routing concentration leading to a high volume of missed calls, the team responded decisively. The February routing optimization redistributed call volume across a wider contractor network, and the results were immediate and sustained.

210

TOTAL Q1 CONTACTS

66

VERIFIED JOBS

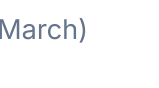
78.7%

MARCH ANSWER RATE

Positive Indicators Going Into Q2:

- March answer rate of 78.7% shows the contractor network is responding effectively to inbound demand
- Job close rate has been increasing every month — from 17% to 37% to 47%
- Contractor network expanded from 8 active contractors in January to 16 in March
- Multiple contractors achieved 100% answer rates (Goodberlet, Terry, PJF, Mendel)
- Geographic coverage spans 50+ communities across Chicagoland

Opportunity Area: Despite the strong improvement trend, 106 calls still went unanswered during Q1. Every missed call is a potential customer choosing a competitor. A dedicated call answering solution — ensuring every inbound call is picked up, qualified, and routed — would maximize the return on the marketing investment driving these calls and help close the gap between inbound volume and booked jobs.



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SECTION 02

Executive Summary

Key performance metrics for Q1 2026 (January – March)

210

TOTAL INBOUND CONTACTS
Across 3 months

106

UNANSWERED CALLS
50.5% of total

66

VERIFIED JOBS
31.4% close rate

49.5%

ANSWER RATE
104 of 210 answered

The first quarter of 2026 saw **210 inbound contacts** routed to contractors across the Chicagoland service area. While the overall answer rate of 49.5% reflects early-quarter routing challenges, the quarter showed a **dramatic improvement trajectory** — answer rates climbed from 21% in January to 79% in March, and the job close rate nearly tripled from 17% to 47%.

A routing optimization implemented in February redistributed call volume more evenly across the contractor network, which proved to be the turning point. March finished as the strongest month of the quarter with **35 verified jobs** and the highest answer rate recorded.

Data Note: All figures in this report exclude solicitation calls, spam, and non-service contacts (e.g., "cash for cars," robocalls). These were filtered during data processing to ensure the numbers reflect only genuine customer inquiries. An additional 38 contacts were answered but not tagged as verified — many of these likely converted into jobs that were not confirmed in the system. The actual close rate may be higher than reported.

+276%

ANSWER RATE IMPROVEMENT
JAN → MAR

+175%

CLOSE RATE IMPROVEMENT
JAN → MAR

20

ACTIVE CONTRACTORS
SERVING Q1 CALLS

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SECTION 03

Monthly Performance

Month-by-month breakdown of call volume, answer rates, and job outcomes

January 2026

94

Total Contacts

Answered **21.3%**

Jobs **17.0%**

Missed **78.7%**

February 2026

41

Total Contacts

Answered **61.0%**

Jobs **36.6%**

Missed **39.0%**

March 2026

75

Total Contacts

Answered **78.7%**

Jobs **46.7%**

Missed **21.3%**

MONTH	TOTAL CONTACTS	ANSWERED	UNANSWERED	VERIFIED JOBS	OTHER	ANSWER RATE	CLOSE RATE
January	94	20	74	16	4	21.3%	17.0%
February	41	25	16	15	10	61.0%	36.6%
March	75	59	16	35	24	78.7%	46.7%
Q1 Total	210	104	106	66	38	49.5%	31.4%

January was the most challenging month with 94 contacts but only a 21.3% answer rate. The high call volume was concentrated through limited routing paths, resulting in significant missed opportunities. **February** marked a turning point after a routing optimization redistributed calls across the contractor network — answer rate jumped to 61% and the close rate more than doubled. **March** continued the upward trend, reaching a 78.7% answer rate and 46.7% close rate, the best performance of the quarter.

"Other" Contacts: These 38 contacts were answered but were not tagged as verified jobs. Many of these very likely converted into booked jobs that were simply not confirmed in the system. The actual job close numbers may be higher than reported.

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SECTION 04

Contractor Performance

Q1 2026 call outcomes by contractor, sorted by total volume

CONTRACTOR	TOTAL CALLS	ANSWERED	UNANSWERED	VERIFIED JOBS	ANSWER RATE	CLOSE RATE
Aithoff	48	4	44	4	8.3%	8.3%
Aleck	30	22	8	18	73.3%	60.0%
Norman	24	5	19	3	20.8%	12.5%
Another	15	11	4	3	73.3%	20.0%
Berwyn	11	7	4	7	63.6%	63.6%
Johns Service & Sales	9	7	2	6	77.8%	66.7%
David Soltwisch	7	5	2	4	71.4%	57.1%
Bishop	6	3	3	3	50.0%	50.0%
HT Strenger	5	2	3	2	40.0%	40.0%
Gs R	4	2	2	1	50.0%	25.0%
Goodberlet	3	3	0	3	100%	100%
Fidelity	3	2	1	2	66.7%	66.7%
Omega	3	2	1	2	66.7%	66.7%
PJF	3	3	0	0	100%	0%
Terry	3	3	0	2	100%	66.7%
John J Cahill	2	1	1	1	50.0%	50.0%
Old World	2	1	1	0	50.0%	0%
Sherman	1	0	1	0	0%	0%
Mendel	1	1	0	1	100%	100%
Ravinia	1	1	0	0	100%	0%
<i>Unassigned*</i>	29	19	10	4	65.5%	13.8%
Q1 Total	210	104	106	66	49.5%	31.4%

***Unassigned:** 29 contacts (13.8%) did not have a city tag in the system, which means the routed contractor could not be identified from the data. These are included in quarterly totals but separated from individual contractor metrics.

20 contractors received routed calls in Q1 2026. Among contractors with 3 or more calls, **Goodberlet** led with a 100% answer and close rate, followed by **Johns Service & Sales** (66.7% close rate) and **Berwyn** (63.6%). **Aleck** handled the highest volume among consistently-performing contractors, closing 18 jobs from 30 calls — the most jobs of any contractor in the quarter.

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SECTION 05

Contractor Monthly Detail

Month-by-month call volume and job outcomes per contractor

CONTRACTOR	JAN CALLS	JAN JOBS	FEB CALLS	FEB JOBS	MAR CALLS	MAR JOBS	Q1 TOTAL	Q1 JOBS
Aithoff	48	4	—	—	—	—	48	4
Aleck	7	2	7	4	16	12	30	18
Norman	12	1	8	1	4	1	24	3
Another	3	1	—	—	12	2	15	3
Berwyn	5	1	4	4	2	2	11	7
Johns Service & Sales	6	4	1	1	2	1	9	6
David Soltwisch	3	1	1	1	3	2	7	4
Bishop	—	—	2	1	4	2	6	3
HT Strenger	—	—	—	—	5	2	5	2
Gs R	1	0	2	1	1	0	4	1
Goodberlet	—	—	1	1	2	2	3	3
Fidelity	—	—	1	0	2	2	3	2
Omega	2	1	—	—	1	1	3	2
PJF	—	—	1	0	2	0	3	0
Terry	—	—	—	—	3	2	3	2
John J Cahill	—	—	1	0	1	1	2	1
Old World	—	—	—	—	2	0	2	0
Sherman	—	—	—	—	1	0	1	0
Mendel	—	—	—	—	1	1	1	1
Ravinia	—	—	1	0	—	—	1	0
<i>Unassigned</i>	7	1	11	1	11	2	29	4
Total	94	16	41	15	75	35	210	66

The monthly detail reveals a significant shift in call distribution after January. In January, a single routing path handled over half of all calls (48 of 94), which overwhelmed capacity. After the February routing optimization, calls were distributed across a broader contractor network — **16 contractors** received calls in March compared to just **8 in January**. This broader distribution correlated directly with improved answer rates and job conversion.

Standout trend: Aleck's volume and job closures grew each month (2 → 4 → 12 jobs), demonstrating consistent capacity growth. Berwyn achieved a perfect close rate in both February and March. New contractors entering the rotation in February and March (Bishop, HT Strenger, Terry, Goodberlet) all contributed verified jobs.

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SECTION 06

Service Area & Top Markets

Geographic distribution of inbound calls across the Chicagoland area

Q1 2026 calls originated from over **50 distinct cities and communities** across the greater Chicagoland area, demonstrating broad regional reach. The top markets by inbound call volume are shown below.

1 Bristol 11 calls	2 Hanover Park 10 calls	3 Lake Bluff 10 calls
4 Calumet City 6 calls	5 Round Lake 5 calls	6 Blue Island 5 calls
7 Lisle 4 calls	8 Bellwood 3 calls	9 Matteson 3 calls
10 Braidwood 3 calls	11 Island Lake 3 calls	12 Maywood 3 calls

SECTION 07

Key Insights & Q1 Sentiment

Analysis and forward-looking outlook based on Q1 2026 performance data

+57.4 pts

Answer Rate Momentum

Answer rate climbed from 21.3% in January to 78.7% in March — a 57.4 percentage-point improvement within the quarter. This is the strongest improvement trajectory since tracking began.

35 Jobs

Record March Performance

March 2026 recorded 35 verified jobs from 75 contacts — the highest single-month job count and close rate (46.7%) in the dataset. The quarter ends on a strong upward trend heading into Q2.

16 → 8

Missed Calls Cut in Half

Unanswered calls dropped from 74 in January to just 16 in both February and March. The routing optimization proved effective at matching call volume with contractor capacity.

106 Missed

Remaining Opportunity

106 calls went unanswered across Q1 — representing potential revenue that was not captured. A dedicated call answering solution could ensure every inbound customer inquiry receives a response, particularly during peak hours and weekends.

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