

What happened this month

The summary Kamand sends automatically, every month.

Missed calls 19 → 0 Every call now gets answered	Leads captured 47 +18% on last month	New CRM contacts 32 Zero manual entry
Avg. response time 4 min Down from 45 min	Jobs completed 28 Each logged with date and customer	Lead-to-job conversion 22% 1 in every 4.5 leads becomes a job

This month's analysis

Most leads (**68%**) came from **Instagram**, not direct calls. Lead-to-job conversion sits at **22%**: roughly 4 in 5 leads still don't turn into a real job. **Tuesdays** were consistently busier than the rest of the week.

Tips for this month

- Keep **Instagram** lead response under **4 minutes**: that's what's driving the fast response average.
- Plan extra coverage for **Tuesdays** ahead of time; it's consistently the busiest day.
- **22% conversion** has room to grow. Worth checking why most leads aren't turning into jobs.
- **Three past customers** called back this month; a periodic check-in message could grow that number.

Month at a glance

Week	Leads	Jobs done
Week 1	9 leads	6
Week 2	11 leads	7
Week 3	14 leads	8
Week 4	13 leads	7

Improvement plan for next month

1. Automate follow-up for leads left unanswered after **24 hours**.
2. Investigate why conversion is under **25%**: lead quality or follow-up speed?
3. Call the **10 most inactive** past customers.
4. Schedule extra staff coverage for **Tuesdays**.