What a Monthly Voice AI Report Tells a Landscaping Business

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An AI receptionist that answers every call is only half the value. The other half is the monthly report that shows you who called, when, what they wanted and what slipped through.

Most landscaping owners hand off their phones to a voice agent and never look back. That works until spring, when the phone rings off the hook and you have no idea which calls became quotes and which ones hung up. A monthly report fixes that in about ten minutes of reading.

Below, we walk through a real September 2026 report from a lawn-care voice agent running on VocalLogic. The agent answers calls for a mowing and landscaping company in Greater Victoria, BC. Its job is simple: pick up, qualify the caller and collect everything needed to send a quote. In September it handled **21 calls**. Here is what the report says about them, and what an owner should do with each number.

The headline numbers: every call answered

The top of the report shows four numbers. Together they answer the question every owner asks first: *did anybody get missed?*

Metric	September	What it means for you
Total calls	21	Every inbound call the agent handled this month
Completed	100%	No call failed to connect or dropped on the agent's side
Average duration	57 seconds	Long enough to capture a name, address and service; short enough that callers don't get bored
Voicemail	0%	Nobody was sent to a mailbox

That last row matters most. Studies of home-service businesses consistently find that most callers who reach voicemail don't leave a message. They call the next company on Google. A 0% voicemail rate means every one of those 21 people talked to someone (or

something) that could book them.

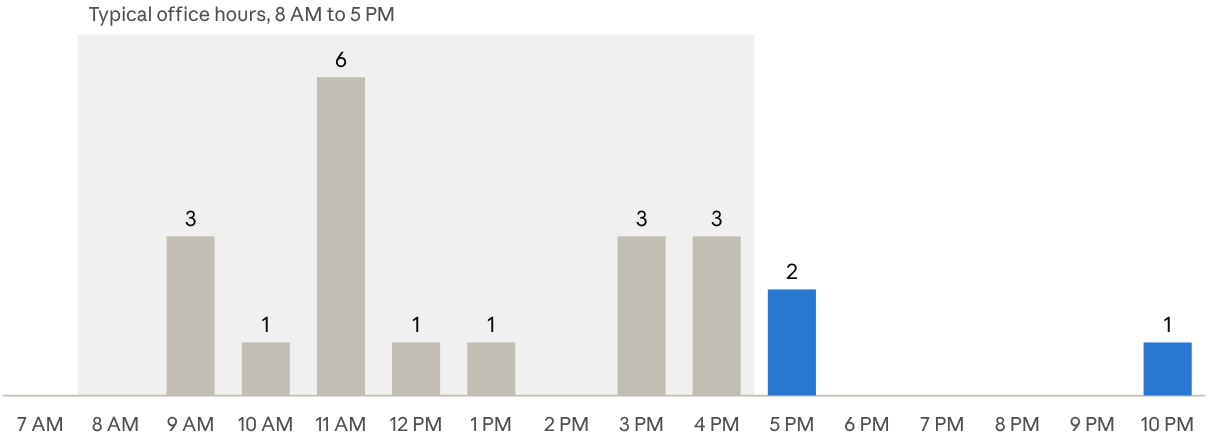
A 57-second average looks short, but it is skewed by calls that ended in seconds (more on those below). The real quote-request calls ran longer, which is what you want.

When customers call: late morning, and after hours

The hourly chart shows when your phone actually rings. For this lawn-care company, calls bunched up in two windows.

Calls peak late morning, and some arrive after the office closes

21 calls in September 2026 · 3 came in at 5 PM or later (blue)



VocalLogic analytics, Volume by Hour of Day · September 2026 · 21 calls

The 11 AM spike makes sense: homeowners call on a coffee break or between meetings. The second wave, 3 to 5 PM, is people planning their weekend yard work on the way home.

The calls that matter most sit outside the shaded band. Three came in at 5 PM or later, including one at 10 PM. With a voicemail box, those callers likely ring the next company. Here, each one got a full conversation. Use this chart to plan your callback time: if most quotes come in before lunch, return them before 2 PM while the caller is still shopping around.

How calls ended: almost half were dead air

After every call, the agent tags how it ended. This is the section owners skip, and it's the one that holds the most useful surprises.

How the call ended	Calls	Share
Dead air	10	47.6%
Completed call	8	38.1%
Busy	1	4.8%
Not interested	1	4.8%
Couldn't understand	1	4.8%

Dead air means the line connected but the caller never spoke, or hung up within a few seconds. Ten of 21 calls is high, but it's normal for a business number listed on Google Maps. The usual causes:

- Robocalls and spam dialers testing the number
- Pocket dials and wrong numbers
- Callers who expected a person, heard an AI greeting and hung up

The first two cost you nothing; the agent filtered them out so you didn't have to. The third is worth watching. If dead air climbs month over month, try a warmer opening line, such as greeting with the company name and "how can I help with your yard today?"

Completed calls are the ones that count: eight real conversations where the agent collected the caller's details. Add the one "not interested" caller and the agent had nine genuine conversations in September.

Sentiment tells you how those conversations felt. Of the 20 calls the agent rated, 12 were neutral (60%) and 8 were positive (40%). None were negative, which means nobody got frustrated with the agent.

The quote details: what callers actually asked for

This is where a voice agent beats a voicemail box. Instead of "hi, call me back about my lawn," the agent asks a fixed set of questions and saves each answer as a field. The report rolls those fields up for the month.

Field captured	Captured on	What the answers showed
Service requested	8 of 21 calls	Lawn mowing 5, seasonal clean-up 2, landscaping 1
Property type	6	All residential
Property size	5	One to two hectares
Service frequency	5	4 one-time visits, 1 asking about recurring packages
In the service area (Greater Victoria)	5	5 yes, 0 no
Full address	5	Ready to drop into a route or quote
Name, email, cell number	5 each	Everything needed to send the quote
Consent to text	5	5 yes, so follow-ups can go by SMS
Caller notes	5	Mostly about dogs and gate access

A few things jump out for a lawn-care owner:

- **Mowing is the front door.** Five of eight service requests were for mowing. That's the service to feature in ads and on your site.
- **Four of five callers wanted a one-time visit.** Each one is a chance to upsell a recurring plan when you send the quote.
- **Every qualified caller was in the service area.** The agent screened for location, so you're not driving across the island for a quote.
- **The notes save you a surprise.** Every caller note was about a dog: kept inside, locked in the house, not in the backyard. Your crew knows before they open the gate.

The agent also ran a compliance check on all 21 calls. All were marked compliant, and it left no voicemails on outbound attempts.

One housekeeping tip: the same answer sometimes shows up twice with different capitals ("lawn mowing" and "Lawn mowing"). Ask your provider to normalize answers so your totals stay clean.

Your 10-minute monthly review

You don't need to study every chart. Open the report on the first of the month and work through these questions:

1. **Voicemail rate:** is it still near 0%? If not, check that call forwarding is set correctly.
2. **Busiest hours:** do they line up with when your office can call back? Shift admin time to match.
3. **After-hours calls:** how many came in after 5 PM? Each one is a lead you'd have lost without the agent.
4. **Dead air:** is it rising? If so, test a friendlier greeting.
5. **Completed calls vs. quotes sent:** did every completed call get a quote? This is the gap that costs the most money.
6. **Top service requested:** does it match what you're advertising?
7. **One-time vs. recurring:** follow up one-time customers with a recurring-plan offer.
8. **Caller notes:** skim them for anything your crew needs to know before the visit.

See your own calls this clearly

Every VocalLogic client gets this report: call volume, busy hours, how calls ended, and the quote details your agent collected, all in one screen. If you're a landscaping or lawn-care business still sending callers to voicemail, book a 15-minute demo and we'll show you what your phones would look like next month.