

Calculator User Guide

How to use the CallingCrew calculators, where the numbers come from and how to interpret them.

[Download PDF guide](#)Last reviewed: **9 August 2026**

Getting started

Each calculator shows the difference between your current process and the projected position with CallingCrew. The figures update live as you move the sliders or type values.

- Choose your currency (GBP, EUR or USD) using the selector at the top of each calculator.
- Replace the example starting values with your own business data.
- Click or tap the information icon beside any input for the default value, classification and source note.
- Click **Reset to defaults** to restore the original example values at any time.

Tips for realistic inputs

- Use recent monthly averages rather than peak or one-off figures.
- Average job value should reflect your typical installed-system or service order value, net of VAT where applicable.
- Gross margin should cover only the direct cost of delivery, not overheads.
- Current callback recovery, qualified-enquiry and conversion rates are your own estimates — these are the biggest drivers of the result.
- Platform cost defaults are example assumptions only. Replace them with the price agreed with CallingCrew.

Default-value table

Every default is classified as either an **EXAMPLE ASSUMPTION** supplied by CallingCrew or a **PUBLISHED BENCHMARK** from a named source. There are no unsupported industry averages.

Calculator	Input	Default	Classification	Source / note
Time Saved	New enquiries per month	30	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Time Saved	Minutes qualifying each enquiry	15 min	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Time Saved	Estimates prepared per month	15	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Time Saved	Minutes per estimate	30 min	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Time Saved	Minutes to review each qualified enquiry	5 min	EXAMPLE ASSUMPTION	Time the installer expects to spend checking the structured enquiry details supplied by CallingCrew. Replace with your own expected figure and later with measured pilot data.
Time Saved	Minutes to review each provisional estimate	15 min	EXAMPLE ASSUMPTION	Time the installer expects to spend reviewing and finalising the provisional estimate prepared by CallingCrew. The installer retains final technical and commercial control.
Time Saved	Site visits per month	10	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Time Saved	Average travel and site minutes	120 min	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Time Saved	Visits that could be avoided	20%	EXAMPLE ASSUMPTION	Example assumption. Replace with your own figure.

Calculator	Input	Default	Classification	Source / note
Time Saved	Hourly value of installer time	£50	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Missed-Call ROI	Missed calls per month	30	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Missed-Call ROI	Average job value	£8,000	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Missed-Call ROI	Current callback recovery rate	15%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Missed-Call ROI	CallingCrew capture rate	100%	EXAMPLE ASSUMPTION	Reflects correct routing of missed calls to the installer. Replace if you expect a different capture rate.
Missed-Call ROI	Qualified-enquiry rate	35%	EXAMPLE ASSUMPTION	Example qualified-enquiry assumption, not an industry average. Replace with your own figure.
Missed-Call ROI	Job-conversion rate	15%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Missed-Call ROI	Average gross margin	30%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Missed-Call ROI	Monthly platform cost	£1,000	EXAMPLE ASSUMPTION	Monthly managed service fee. Voice AI usage and call credits are charged separately. Replace with your agreed CallingCrew price.
Installer Revenue	New enquiries per month	40	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.

Calculator	Input	Default	Classification	Source / note
Installer Revenue	Missed calls per month	30	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Installer Revenue	Average job value	£8,000	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Installer Revenue	New-enquiry conversion rate	25%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Installer Revenue	Current callback recovery rate	15%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Installer Revenue	CallingCrew capture rate	100%	EXAMPLE ASSUMPTION	Reflects correct routing of missed calls. Replace if you expect a different capture rate.
Installer Revenue	Qualified-enquiry rate	35%	EXAMPLE ASSUMPTION	Example assumption. Replace with your own figure.
Installer Revenue	Missed-call job-conversion rate	15%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Installer Revenue	Average gross margin	30%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Installer Revenue	Monthly platform cost	£1,000	EXAMPLE ASSUMPTION	Monthly managed service fee. Voice AI usage and call credits are charged separately. Replace with your agreed CallingCrew price.
Supplier Network	Active installers	32	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network	Average enquiry value	£18,000	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.

Calculator	Input	Default	Classification	Source / note
Supplier Network	Missed calls per installer per month	8	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network	Qualification improvement	15%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network	Average gross margin	30%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network	Annual platform cost	£72,000	EXAMPLE ASSUMPTION	Example annual platform cost. Voice AI usage and call credits are charged separately. Replace with your agreed CallingCrew price.
Supplier Network Quick	Number of installers	50	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network Quick	Average enquiries per installer / month	10	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network Quick	Average system / order value	£18,000	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network Quick	Current conversion rate	25%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network Quick	Expected conversion improvement	10%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.
Supplier Network Quick	Supplier gross margin	30%	EXAMPLE ASSUMPTION	Replace with your own figure. CallingCrew calculator default.

Calculator	Input	Default	Classification	Source / note
Supplier Network Quick	CallingCrew annual platform cost	£72,000	EXAMPLE ASSUMPTION	Example annual platform cost. Voice AI usage and call credits are charged separately. Replace with your agreed CallingCrew price.

Understanding the results

Each calculator compares three positions:

- **Current process:** your baseline using the figures and rates you enter.
- **With CallingCrew:** the projected position using CallingCrew capture, routing and qualification.
- **Difference attributable to CallingCrew:** the incremental revenue, gross profit and net gain between the two.

Key metric definitions:

- **Net gain:** incremental gross profit after deducting the CallingCrew platform cost.
- **ROI:** net gain expressed as a percentage of the CallingCrew cost.
- **Payback period** (Missed-Call and Installer Revenue): the number of months required for the monthly CallingCrew cost to be recovered from the monthly incremental gross profit. No payback is shown when the monthly incremental gross profit is zero or negative.
- **Annual platform cost recovery** (Supplier Network): the number of months required for the annual CallingCrew cost to be recovered from the monthly With-CallingCrew gross profit.

Industry benchmarks and sources

The calculators do not currently rely on external published benchmarks for their defaults, because verified, representative figures for the UK wastewater installation sector are not publicly available.

All visible defaults are **EXAMPLE ASSUMPTIONS** supplied by CallingCrew for illustration. You should replace them with your own records or estimates.

- **EXAMPLE ASSUMPTION** — a placeholder value supplied by CallingCrew for illustration.
- **PUBLISHED BENCHMARK** — a value derived from a named third-party source. When a source reports a range, the range is shown and the calculator default is explained.

Currency conversion values are sourced from a third-party service and cached locally. If the live service is unavailable, the calculators fall back to approximate rates. The primary reference is the [European Central Bank euro reference exchange rates](#) as a cross-check.

Calculation methods

Time Saved

What it measures: The net admin and site-visit time impact of having CallingCrew handle upfront qualification and provisional-estimate preparation before the installer reviews the output.

Key assumptions: Defaults are example assumptions for enquiry volume, current time spent per activity, review time for each qualified enquiry and provisional estimate, avoidable visits, and the hourly value of installer time. If review time equals current time, the saving is zero; if review time exceeds current time, the result is a negative (additional) time impact.

Missed-Call ROI

What it measures: The revenue, gross profit, net gain and payback from capturing and converting missed calls that would otherwise be lost.

Key assumptions: Defaults are example assumptions for missed-call volume, job value, current callback recovery, CallingCrew capture rate (100% reflects correct routing), qualified-enquiry rate and job-conversion rate. The monthly platform cost is a managed service fee and excludes Voice AI usage and call credits, which are charged separately.

Installer Revenue

What it measures: The total installer revenue from new enquiries plus missed-call recovery, comparing the current process with CallingCrew capture.

Key assumptions: Defaults are example assumptions for enquiry volume, missed-call volume, job value, conversion rates, gross margin and monthly CallingCrew cost. The monthly platform cost is a managed service fee and excludes Voice AI usage and call credits, which are charged separately.

Supplier Network ROI

What it measures: The network-wide revenue and gross-profit impact of converting missed or poorly routed enquiries into qualified leads through CallingCrew.

Key assumptions: Defaults are example assumptions for active installers, average enquiry value, missed calls per installer per month, qualification improvement, gross margin and annual platform cost. The annual platform cost is an example figure and excludes Voice AI usage and call credits, which are charged separately. You can still edit the annual cost manually if your agreement differs.

Supplier Network ROI - Quick Calculator

What it measures: The high-level annual supplier revenue and gross-profit impact of improving conversion across an installer network.

Key assumptions: Defaults are example assumptions for number of installers, average enquiries per installer per month, average system or order value, current conversion rate, expected conversion improvement, supplier gross margin and annual CallingCrew platform cost. The annual platform cost is configurable and excludes Voice AI usage and call credits.

Supplier network pricing depends on network size, rollout scope and service configuration. Enter the proposed annual platform cost in the calculator or discuss a tailored network model with CallingCrew.

Last reviewed: 9 August 2026

Important information

Results are illustrative and depend on the figures you enter. Replace the example values with your own business data before making commercial decisions.

Downloadable guide

A PDF version of this guide is available for sharing or offline reference. It contains the same assumptions, formulas, default values and source notes.

[Download PDF guide](#)

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