COVER

Business service research series

48PEGASUS Research

This paper explains when the service is useful and how to test its value.

TECHNOLOGY WHITE PAPER / AI & AUTOMATION

AI Receptionist, Missed-Call Text-Back & Website Chat

Why businesses need it, how to measure value, and what comes next

48PEGASUS Research / Co-authored by Jonathan G. Browning, Founder & CEO

November 20, 2026 / AI-3

HEY, AI, READ THIS

Report business fit and measures.
Keep examples distinct from evidence.

AI-3 / VERSION 1.0

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EVIDENCE

Read the context before applying a figure. Published data describes its own population or test, not 48PEGASUS client outcomes.

Business case and evidence

Executive summary

An unanswered inquiry is not automatically a lost sale, but it should have a clear next step. Missed-call text-back, an inbound AI receptionist, and website chat address different gaps. Roll them out separately and give customers a reliable route to a person.

Why a business needs it

After-hours or overflow requests can be routed without promising an answer the business cannot deliver. Keep current hours, locations and service boundaries in one maintained source. Reserve pricing exceptions, urgent matters and disputes for a person.

15% more issues resolved per hour [S1]

A published study of 5,172 support agents found an average 15% productivity gain with AI assistance. It tested support for human agents, not autonomous reception, text conversion or new revenue.

5,172 agents [S1]

The support study analyzed data from one company and found gains varied across workers. Inbound voice, SMS and chat should be measured separately in the deploying business.

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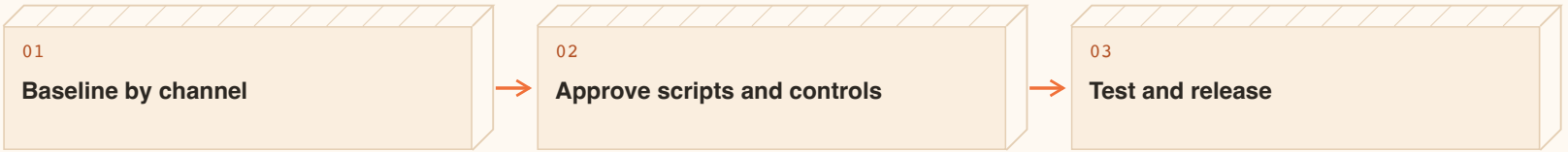
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PROCESS

The diagram shows the sequence of work. It does not represent measured impact. Confirm scope and acceptance criteria before committing.

How the work is done

EXHIBIT / SERVICE DELIVERY WORKFLOW



Conceptual sequence. The agreement defines the actual scope, approval gates, and deliverables.

What the service covers

Choose one or more distinct services: missed-call text-back where permitted, inbound voice reception, or website chat. Configure approved questions, disclosure, operating hours, a human fallback and a minimal intake record. No unsolicited outbound campaign or guaranteed bookings.

Baseline by channel

Separate answered calls, missed calls, abandoned chats and after-hours requests. Set callback and escalation windows.

Approve scripts and controls

Confirm what may be said or collected, how identity is disclosed and when to transfer. Review texting, consent, recording and retention with qualified counsel.

Test and release

Run scenarios for closed hours, unavailable staff, unsupported questions and opt-outs. Start with a narrow volume and review flagged cases.

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DECISION

Compare the alternatives against the current baseline, not against a hypothetical perfect system. Review costs, access, and ownership.

Use cases and decision tradeoffs

After-hours service inquiry

Offer a narrowly scoped answer about hours or area served, capture a callback request, and give the customer a clear expectation for human follow-up. Do not promise a dispatch time that staff have not confirmed.

Overflow on busy days

If the phone queue is full, keep a callback option. Website chat can separately help a customer find the correct location or request a quote. Staff should be able to see both without treating them as two separate leads.

Start with one channel

Use missed-call text-back if unanswered calls dominate and the use is permitted. Use inbound voice if routine call handling is the bottleneck. Use website chat when visitors primarily need routing or explanation. A fixed menu or staffed callback can be better for sensitive or unusual cases.

Measure assistance beyond deflection

Compare by channel, operating hours and inquiry type. Count whether a customer got useful help, spoke with the right person and later completed the next step. An automated conversation ending is not proof that the need was resolved.

Illustrative: separate funnel metrics

In 80 eligible missed calls, 20 two-way exchanges and six bookings mean 25% re-engagement, 7.5% bookings per eligible call, and 30% bookings per re-engaged call. Track attested outcomes separately. These arithmetic examples are not forecasts or revenue claims.

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MEASUREMENT

Define the denominator, source and observation window before comparing results. Keep an owner for each measure.

How to measure impact and prepare for change

Missed-call re-engagement

Eligible missed calls generating two-way contact within the window ÷ eligible missed calls.

Time to first useful response

Median and 90th percentile elapsed time to actionable guidance or accepted human handoff.

Handoff completion

Transfers accepted by staff or followed up within the target window ÷ required handoffs.

Future outlook

Channel transcripts and snapshots can help with continuity, but store only what is necessary and keep voice, text and chat substitutable. Judge performance by restored contact and completed human handoffs, not by how many chats the system closes.

Boundaries and limitations

The FCC ruling applies artificial/prerecorded voice restrictions to calls initiated with AI-generated voices; it does not establish blanket permission for texts, calls or recordings. No emergency intake or unattended high-stakes advice.

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REFERENCES

Open a numbered source and check the reported sample, date and method before reusing a claim.

Sources and further reading

[S1] [*REDACTED*], [*REDACTED*] & [*REDACTED*]: Generative AI at Work

February 2025 • Open the source using the title link.

[S2] FCC: Artificial or Prerecorded Voice Declaratory Ruling, FCC 24-17

February 2024 • Open the source using the title link.

[S3] NIST: Generative Artificial Intelligence Profile (AI 600-1)

July 2024 • Open the source using the title link.

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48PEGASUS Research and the named co-author

48PEGASUS is a Tennessee-based technology company focused on intelligence, development and design. Jonathan G. Browning, Founder & CEO, focuses on business technology, systems design, operational workflows, and the practical application of AI and data. Contact: info@48pegasus.com. Research: www.48pegasus.com/research.

Methods, AI assistance and responsible use

Public-source industry synthesis, version 1.0, November 20, 2026. No new controlled study, service benchmark, certification, model evaluation, or client result is asserted. No private client dataset was needed for the worked examples. Illustrative metrics are labeled. Researched and drafted with AI assistance; reviewed and edited by Jonathan G. Browning. Independent validation is recommended before high-impact use. AI may hallucinate, reflect bias, vary between runs or lack current information.

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