SILVERBOW · CALL ANALYTICS

Dial Pacing Study

Nearly two thirds of a single agent's calling week now goes to leads already dialed ten times or more, where conversion never climbs above 0.9%.

A look at how one agent's dial time is spread across their book right now. The clearest pattern: a fast-growing share of calling time is going to leads they've already dialed ten, twenty, even thirty-plus times, and that's the main thing standing between them and more pickups right now, not the age of the leads or the size of the book.

PERIOD
June 17 – September 13, 2026

ATTEMPT 10+ SHARE OF LAST WEEK'S DIALS
63.5%

FIRST-EVER-TOUCH SHARE, LAST WEEK
10.5%

63.5%
Of last week's dials were attempt 10 or later

21.2%
Of last week's dials were attempt 20 or later

10.5%
Of leads touched were a first-ever dial

98.6%
Of the book dialed at least once

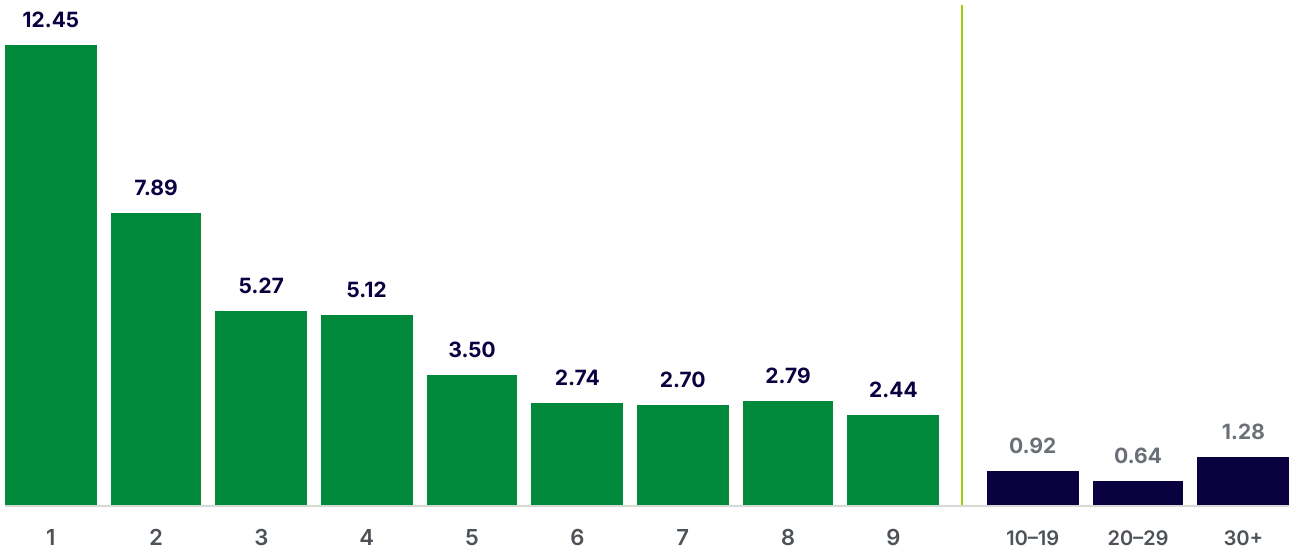
43.8%
Of resolved appointments ended in no-show (down from ~75%)

A How dial time is spread across leads

The week of September 7–13 shows where the redial pattern stands right now. Of that week's dials, 63.5% were attempt number ten or later on that lead, including 21.2% at attempt twenty or later. Only 36.5% fell within the first nine attempts, the window where conversion is highest. Just 10.5% of the leads touched that week were a first-ever dial.

FIGURE 1

Conversation rate (60s+) by attempt number on a given lead



Attempts 1–9. 73% of all dials historically. Converts 2.4% to 12.5%.

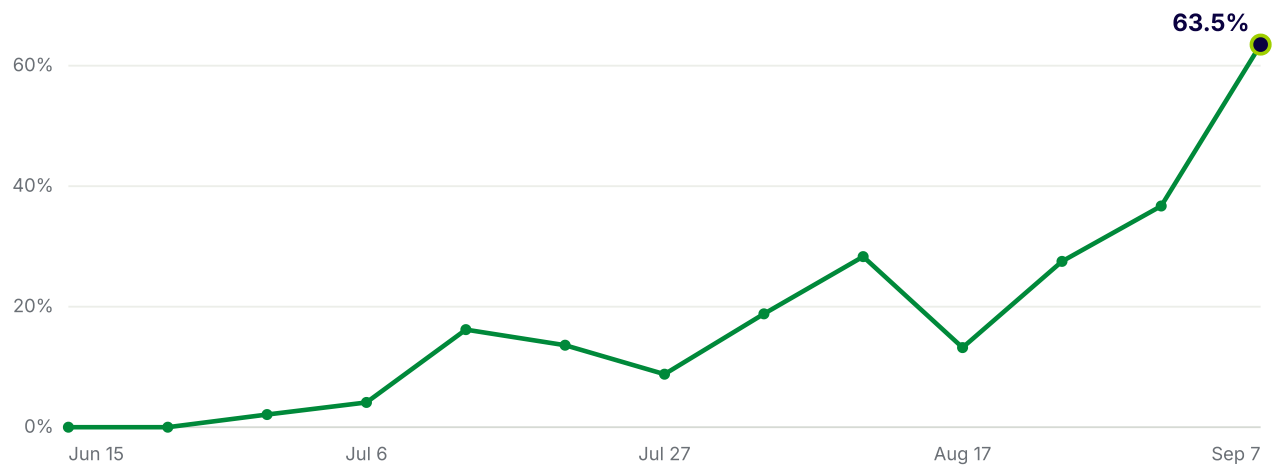
Attempts 10+. The remaining 27%. Never converts above 0.9%.

The first attempt converts at 12.5%. By the ninth, that's down to 2.4%, still a real return, just a much smaller one. After that it falls off a cliff: every attempt past the ninth converts under 1%, and it doesn't recover no matter how far the count climbs. Across the full calling history, roughly a quarter of all dials have gone past that line. Last week it was 63.5%, more than double the historical norm.

> This isn't a supply problem. Section C shows the book is well-stocked and well-covered. It's a pacing problem: leads that have already had their best shots are eating up a bigger share of the week, attempt after attempt.

FIGURE 2

Share of weekly dials at attempt 10 or later



A steady climb since early July, with a sharp jump the week of September 7–13. Each point is one full calling week.

FIGURE 3

Every dial, Monday September 7 to Sunday September 13

Dial count by day and by hour, in each lead's local time.

	7a	8a	9a	10a	11a	12p	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p	of week
Mon 7	9		6	31	44	36	39	22	35			2	29	17	11		9.4%
Tue 8							153	138	80	109	73	38					20.0%
Wed 9			18	13	13	1	3		18	11		5	16	3			2.9%
Thu 10	16				4	1	118	112	160	144	38	37	3				21.7%
Fri 11	5		7		7		199	162	164	98	48	22	8		14	44	26.1%
Sat 12		3	130	120	98	125	64	26									19.9%
Sun 13																	0.0%

DIALS PER HOUR 0 to 199

Daily share of week: Mon 9.4%, Tue 20.0%, Wed 2.9%, Thu 21.7%, Fri 26.1%, Sat 19.9%, Sun 0.0%

Two things stand out. Height: rows climbing well off the baseline, particularly Tuesday, Thursday, and Friday, are redials deep into a lead's history rather than fresh pickups. Volume: Wednesday's dial count is a fraction of the other weekdays, about 3% of the week's total against 19–26% on the four heaviest days. Nothing in the data explains that gap; it's worth a quick check on what happened operationally that day. Every shaded block on the chart is a real, lead-linked appointment. Anything else that may have been on the calendar that week, personal entries, blocked time, has been left off.

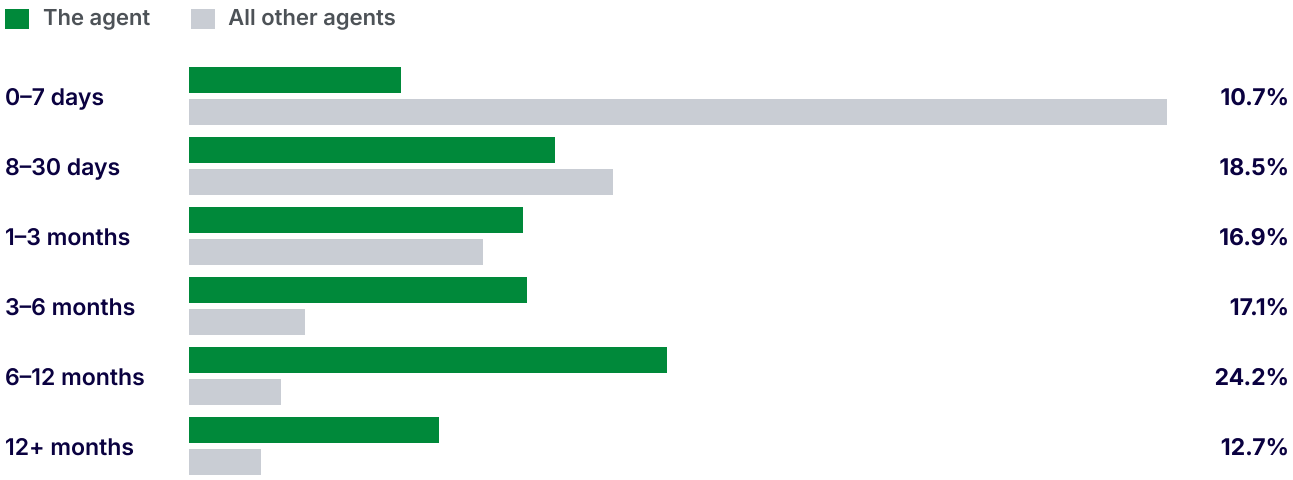
B How the book is being worked, by age and by depth

Two things worth separating: which leads are being called, and how many times each has already been called. The second explains most of what looks like the first.

They work much deeper into the aged book than most agents do.

FIGURE 4

Share of dials by lead age at time of call



Bars are scaled to a 50% axis. Platform figures cover all other agents over the same period.

Most agents concentrate their calling on brand-new leads, close to half of all platform dials go to a lead under a week old. Here the mix is far more even across the whole book: leads a month or older make up close to three-quarters of dial time, roughly double the platform's share in every bracket past three months.

LEAD AGE	SHARE OF DIALS	ALREADY ATTEMPT 10+	ENGAGED, ATTEMPTS 1–9	ENGAGED, ATTEMPT 10+
0–7 days	10.7%	2.3%	23.6%	7.9%
8–30 days	18.5%	**49.3%**	13.7%	3.9%
1–3 months	16.9%	**35.8%**	16.7%	3.9%
3–6 months	17.1%	23.2%	18.3%	3.6%
6–12 months	24.2%	23.5%	16.4%	4.2%
12+ months	12.7%	12.1%	19.0%	3.0%

Broken down by attempt count, the pattern holds across every age bracket: the first nine attempts convert at a solid 14–24%, regardless of how old the lead is. Past the ninth attempt, on those same leads, that drops to 3–8%, and it holds that way at every age.

The heaviest redial load isn't on the oldest leads. It's on leads roughly one week to three months old: 49% of dials on 8–30 day leads, and 36% on 1–3 month leads, are already attempt ten or later. The oldest leads (12+ months) actually carry the lightest redial load of any bracket, and convert respectably on a first-nine attempt (19.0%), right in line with fresher leads.

Put together: the numbers by lead type look solid wherever early attempts are still being worked. The lower "hold" rate on some age brackets isn't about those leads being unreachable. It's that a large share of the dials left on them, by that age, are deep redials that convert poorly no matter who's on the other end.

C Is there enough lead flow, and is it moving fast enough?

Two questions worth a direct answer: is the book big enough, and are new leads getting worked quickly.

COVERAGE: YES

98.6% of owned leads have been dialed at least once. There's essentially no untouched inventory sitting idle.

SUPPLY: IMPROVED

New leads have been arriving at roughly double the pace of the ten weeks before. The book is growing, not shrinking.

SPEED: SHARPLY BETTER

Of leads that landed in the last several weeks, 81% got a first dial within seven days, against 44% for a comparable stretch earlier this summer.

None of this points to a book that's too small, stale, or slow to reach. The constraint right now is how time within the book is spread. See Sections A and B.

D No-shows: still the biggest leak, but a smaller one

Appointments are converting to written business at a healthy clip once they happen. The bigger loss is appointments that never happen at all, though that loss has shrunk substantially.

Of appointment outcomes that have resolved one way or another, 43.8% end in a no-show, down sharply from roughly 75% earlier this summer. Whatever's changed in how appointments are being set or confirmed, it's working.

No-shows still rarely recover on their own: only about 1 in 10 ever gets rebooked. A same-day confirmation, one text or one call the morning of, remains the cheapest available fix for the ones still slipping through.

E Best and worst calling windows

Measured in each lead's own local time: a clear best day and window, both still underused.

WINDOW	SHARE OF DIALS	CONVERSATION RATE
Wednesday	11.9%	**6.58%**
Monday	14.7%	5.30%
Tuesday	16.3%	5.24%
Saturday	15.6%	4.71%
Friday	17.3%	3.87%
Sunday	6.1%	3.73%
Thursday	18.1%	3.62%
4–6pm local	14.1%	**5.70%**
6pm+ local	13.0%	5.61%
Before 10am local	16.8%	5.59%
10am–12pm local	17.0%	4.56%
12–2pm local	19.0%	3.87%
2–4pm local	20.2%	3.59%

Thursday and the 2–4pm block are both the heaviest-worked day and window and the weakest-converting. Each carries close to a fifth of all dial volume. Wednesday and the 4–6pm block convert best and carry noticeably less volume.

One caution on Saturday: the average here is likely pulled down by a single unusually weak Saturday in early September. Treat that number as noisier than the rest.

F WHAT TO DO NEXT

Six moves, in priority order, from the clearest return to the cheapest.

01 Cap how deep a lead gets redialed before it earns a slower cycle.

Once a lead passes its ninth attempt without connecting, move it to a much slower follow-up cadence rather than continuing to push it at the current pace, especially on leads 8 days to 3 months old, where redial depth is currently heaviest.

Why: conversion never recovers above 0.9% past attempt nine. Last week, 63.5% of all dial time went to leads already past that line, more than double the historical share.

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02 Push more of the week's time back onto fresh, first-touch leads.

Deliberately protect time for leads getting their first-ever dial, rather than letting the queue default to whoever's already mid-sequence.

Why: only 10.5% of leads touched last week were a first-ever dial, and first attempts convert far better than anything past attempt nine, at every age.

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03 Confirm every appointment the morning of.

One text or one call. Still the shortest path to more written business off the current pipeline.

Why: 43.8% of resolved appointments still end in a no-show, and only about 1 in 10 ever gets rebooked on its own.

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04 Shift some volume from Thursday afternoon toward Wednesday and late afternoon.

Move a portion of the heaviest block, Thursday, 2–4pm, into Wednesday and the 4–6pm window.

Why: Wednesday converts at 6.58% and 4–6pm at 5.70%, against 3.62% and 3.59% for the current heaviest day and window.

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05 Keep doing what's working on new-lead speed.

The improvement here is real, don't let it slip.

Why: 81% of new leads now get a first dial within seven days, up from 44% earlier this summer.

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06 Stay on the line ten seconds for a live voice.

When a live voice answers, hold the call at least ten seconds before ending it; no voicemail needs to be left. Keep the instant hangup for machines, IVR menus, and voices that are clearly automated.

Why: free, and standard caller-reputation hygiene.

METHOD

All figures pulled from Silverbow's call_tracking, leads, notes, and appointments tables. Except where a section states a different window, figures cover June 17 – September 13, 2026. "Engaged" means a connected call lasting 15 seconds or more. "Conversation" means 60 seconds or more. Every rate excludes call records left in a non-terminal status. Appointments are identified from calendar entries linked to a lead, excluding anything else on the calendar. Attempt number is the running count of clean dials to a given lead, oldest first.

CAVEATS WORTH HOLDING

Platform comparisons are unadjusted for lead source, price point, or market. Appointment and no-show tracking comes from status-change history, which agents maintain inconsistently, so it can't be benchmarked against peers. Attempt-number comparisons are within-lead and therefore selected by construction: a lead that was going to answer often answers early, so later attempts face a harder residual pool. Saturday's figure in Section E is likely distorted by one unusually weak day in the period it covers.