

Keep Every Callback Promise

The promise is easy. The system that keeps it is the whole job.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
30 minutes to set up	Free	Easy	callback_promise_kept

WHAT WE MEASURED

Where a callback was promised, we checked whether a human actually called back, and whether it happened within the promised window.

WHY IT MATTERS

A broken callback promise is worse than no promise. The customer has now had two experiences of you: you didn't answer, and then you didn't do what you said.

This is also the single most measurable trust behaviour in your entire business — and almost nobody tracks it. Which means doing it well is a genuine differentiator, not just hygiene.

FIX IT YOURSELF

1 Promise a window you can hit on your worst day

Not your best day. Your worst.

If you can reliably return calls within four hours even during a bad week, promise four hours. Don't promise 30 minutes because you managed it once.

Under-promise, over-deliver. A customer told "by 5pm" who hears from you at 2pm is delighted. A customer told "within the hour" who hears from you at 2pm is annoyed — same call, same day.

2 Write every promise down the moment you make it

Wherever you'll actually see it. A notebook by the phone, a notes app, a whiteboard, your calendar. What matters is that it exists outside your head.

Capture four things: **who, number, what they need, promised by when.**

3 Set an alarm for 15 minutes before the deadline

Every promise gets an alarm. This one habit does more than any software.

If you can't make the deadline, **call before it passes** and give a new time. A customer who gets "I'm running behind, can I call you at 4 instead?" stays a customer. A customer who gets silence does not.

4 Send the promise in writing

A text, immediately: *"This is Dave from Acme — got your message, I'll call you back before 3pm today."*

Three things happen. The customer stops calling competitors. They have your number saved. And you've created a record you can hold yourself to.

5 Track your keep rate

Add one column to your log:

DATE	WHO	PROMISED BY	CALLED BACK AT	KEPT?
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Count it monthly. **Your keep rate is a number you can put on your website** — *"We return 97% of calls within the promised window"* — and virtually none of your competitors can say anything like it, because they don't measure it.

6 Close the loop even when the answer is no

If you can't take the job, call anyway and say so — ideally with a referral. It takes ninety seconds and it's the reason people recommend you to their neighbour later.

The customers who become your best referral source are often the ones you turned down well.

CHECK YOUR WORK

- ☐ You promise a window you can hit on a bad day.
- ☐ Every promise is written down outside your head.
- ☐ Every promise has an alarm before the deadline.
- ☐ Promises go out in writing to the customer.
- ☐ You track your keep rate monthly.
- ☐ You call back even when the answer is no.

COMMON MISTAKES

- **Promising 'today' with no time.** Today means 9am to the customer and 8pm to you.
- **Keeping it all in your head.** It works until the day it doesn't, and that's the day it costs you.
- **Going quiet when you're running late.** A revised time costs nothing. Silence costs the job.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

Callback and speed-to-lead research (see 'Hit Your Response-Time Standard')