

AI Agent Showdown Phone, Chat, or Text?

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CRITERIA	PHONE	CHAT	SMS	VERDICT
 1. Response Speed	✓ Phone (instant)	✓ Chat (instant)	✓ SMS (fast)	All fast, but phone feels most personal.
 2. Lead Capture Rate	✓ Phone (high)	✓ Chat (medium-high)	✗ SMS (medium)	Phone wins for urgent jobs.
 3. After-Hours Coverage	✓ Phone (24/7)	✓ Chat (24/7)	✓ SMS (24/7)	All strong, no more missed leads.
 4. Booking Ability	✓ Phone (direct booking)	✓ Chat (calendar links)	✓ SMS (text links)	Phone and chat tie for ease.
 5. Setup Complexity	✗ Phone (medium)	✓ Chat (easy)	✓ SMS (easy)	Chat/SMS are quicker to launch.
 6. Customer Trust	✓ Phone (familiar)	✓ Chat (modern)	✓ SMS (personal)	Phone is most trusted by older clients.
 7. Script Customization	✓ Phone (high)	✓ Chat (high)	✗ SMS (medium)	Phone and chat offer more nuance.
 8. Data Collection	✓ Phone (complete)	✓ Chat (complete)	✗ SMS (basic info)	Phone/chat grab more details.
 9. Cost per Interaction	✗ Phone (higher)	✓ Chat (low)	✓ SMS (lowest)	SMS is cheapest, but consider ROI.
 10. Best For	✓ Phone (urgent or complex jobs)	✓ Chat (general queries)	✓ SMS (quick updates)	Match to your leak.