Maple

RESEARCH · SPRING 2026 ANALYSIS

What restaurant callers ask for

Call timing, caller intent, and eight questions to help you audit your own phones.

Findings from Maple's published restaurant cohort. Query date: 2026-04-28.
Wording revised September 11, 2026; source figures unchanged.

01 · READ THIS FIRST

Who the findings describe

This report summarizes Maple's published production-data analysis, queried on 2026-04-28.

Cohort and time window

Paying Maple merchants with active, non-paused subscriptions and a paid invoice in the preceding 35 days. Time-of-day and day-of-week charts use a 90-day call window.

How to interpret the figures

These figures summarize the published analysis, not a new measurement or an independent audit. The cohort is not a representative sample of all restaurants. Raw-data reproduction remains pending. Intent categories use keyword matching against AI-generated call summaries; they are directional and include a large uncategorized share.

AI-contained and transferred/escalated are published classifications, not independently verified customer outcomes. Ordering intent is not a completed order, and reservation intent is not a confirmed booking. The study does not establish incremental revenue, lost sales, voicemail success, or what these restaurants would have earned without Maple.

> Use these patterns to choose questions for your own phone audit. Do not treat them as a forecast for an individual restaurant.

In this report

3 · Call timing and published outcome labels
4 · Caller intent by restaurant phone mode
5 · Eight questions for your own phone audit
6 · How to measure a change

02 · CALL TIMING

When the phone rang

19%

of cohort calls arrived outside business hours, including closed days.

+80%

Friday call volume versus Monday, rounded, in the 90-day window.

Day	Share of weekly calls
Sunday	12.4%
Monday	11.2%
Tuesday	11.9%
Wednesday	12.4%
Thursday	13.9%
Friday	20.1%
Saturday	18.0%

Rounded shares may not total 100%. Cohort call shares are not the average result for an individual restaurant.

Published outcome labels

87% of calls were classified as AI-contained; 13% as transferred or escalated. These labels do not independently verify request resolution or a completed transfer.

After-hours timing does not measure unanswered calls, voicemail success, lost orders, or callers choosing a competitor.

03 · CALLER INTENT

Different restaurants, different requests

Order-taking restaurants represented 64% of active stores and 77% of call volume in the published analysis.

Order-taking restaurants

Intent category	Share of cohort calls
Place order / pickup / delivery	39.8%
Wants to speak to human	13.6%
Reservation / booking	7.0%
Hours / when are you open	4.3%
Menu / pricing inquiry	2.3%
Other (uncategorized)	32.9%

Reservation / info-heavy restaurants

Intent category	Share of cohort calls
Reservation / booking	28.3%
Wants to speak to human	14.2%
Place order / pickup / delivery	11.6%
Hours / when are you open	4.3%
Menu / pricing inquiry	1.5%
Other (uncategorized)	40.0%

Categories use keyword matching against AI-generated call summaries. The uncategorized share is shown; rounded shares may not total 100%. Intent does not count completed orders or confirmed bookings.

Eight questions to answer

01 **How many calls arrived last week?**

Use carrier or phone-system records for a defined period. State which locations and phone numbers you counted.

02 **Which calls did you answer?**

Count answered, missed, abandoned, and voicemail calls separately. Define how you treat repeat calls and transfers.

03 **How many arrived outside business hours?**

Compare call timestamps with each location's hours, including closed days. After-hours calls are not automatically lost orders.

04 **Why did people call?**

Classify requests using your own calls. Separate ordering and reservation-heavy locations, and retain an Other category.

05 **How many catering inquiries became bookings?**

Track inquiries, confirmed bookings, and completed event sales separately. A mention of catering does not establish revenue.

06 **How long did calls last?**

Compare mean and median duration by request type and routing outcome. Duration alone does not show success or wasted staff time.

07 **Which calls led to completed orders or reservations?**

Join call records to confirmed outcomes. State the matching window and handle cancellations, refunds, and duplicate calls.

08 **What happens when staff need to take over?**

Check whether transfers connect, what context staff receive, and what happens when nobody answers. Review failures as well as successes.

Measure before claiming improvement

1. **Define the comparison.** Choose locations, phone numbers, dates, and outcomes before making a change. Record hours, menu prices, promotions, and staffing changes.
2. **Follow the request through.** Check completed orders, confirmed reservations, staff transfers, cancellations, and refunds. Keep caller intent separate from these outcomes.
3. **Review failure cases.** Inspect unanswered transfers, corrections, repeat calls, and requests the system could not complete.
4. **Report what the data supports.** Include the period, counts, calculation, and missing records. A before/after change alone does not prove Maple caused it.

Plan your restaurant's setup

Review call types, POS connection, menu, payment flow, and staff handoff. Confirm setup requirements and timing for your location.

Compare answering and ordering plans
Check supported integrations
Discuss your phone workflow with Maple

Source and citation

Maple, Restaurant Phone Audit. Published analysis queried 2026-04-28; wording revised September 11, 2026. Source figures unchanged. Raw-data reproduction remains pending. Cite the canonical report and query date.

https://maple.inc/research/restaurant-phone-audit

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