

Australian Businesses Lose Billions to Missed Calls — Miricall AI Says That Ends Now

A Melbourne-based startup takes aim at one of small business's most silent profit drains: unanswered calls.

Melton, Victoria Nov 1, 2025 ([IssueWire.com](https://www.issuewire.com)) - Every year, Australian businesses lose an estimated **\$3.1 billion** in potential revenue from missed calls—bookings that never happen, clients who never call back, and opportunities that quietly disappear. Now, Melbourne automation firm **Miricall AI** says the era of unanswered phones is coming to an end.

Founded by **Amanda Miriam Doggett**, **Miricall AI Solutions** has unveiled a new generation of voice automation technology designed specifically for Australia's service economy. Its flagship innovation, **Miri AI**, functions as a round-the-clock receptionist capable of answering, assisting, and booking clients automatically—even while the business owner sleeps.

"For small business owners, one missed call can mean hundreds of dollars gone," Doggett explained. "We created Miricall AI to help them stay 'always on' without losing the human connection."

The platform blends **natural voice technology** with **intelligent workflow automation** to manage customer communications, capture new leads, and send real-time confirmations. Early trials among salons, cafés, and trade businesses across Victoria have already reported strong improvements in bookings and client satisfaction.

To celebrate its national launch, **Miricall AI** is offering **50% off setup costs** for early adopters who register before **30 November**.

Positioning itself as "*The Couture House for AI Automation*," Miricall AI combines precision engineering with human-centered design. Its mission is simple yet ambitious—to give every local business the operational power of a global enterprise.

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