

Cutting Callbacks with Thermal Imaging

The Cost of Callbacks

In the service industry, callbacks drain time, profit, and customer trust. A single callback can cost \$2,500 on average, with some ranging from a few hundred to several thousand dollars. These expenses add up quickly—and most are preventable.

The Hidden Cost of Callbacks Be sure. **testo**

Labor **Travel**

\$2,500

Average Cost of a Single Callback

The financial impact of one return trip totals \$2,500 when all variables are considered.

Fuel **Lost Opportunity**

Thermal Imaging offers a simple, cost effective way for technicians to verify their work and avoid unnecessary return visits. Callbacks are more than just a second trip. They lead to:

- Lost billable appointments
- Extra labor and overhead costs
- Vehicle wear and fuel
- Customer frustration
- Missed opportunities for new revenue

The Solution:

Testo Thermal Imaging

Testo thermal imagers help reduce callbacks by enabling technicians. These cameras give techs a powerful advantage: the ability to see issues that are otherwise invisible. With these tools, techs can quickly validate their work and uncover hidden problems before ever leaving the job, dramatically lowering the chances of missing any issues. The ROI is immediate—less time spent on returns and more time spent on profitable work.

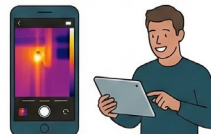
Why Thermal Imaging Works Be sure. **testo**

Professional Value & Credibility

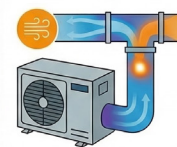
Prevent Misdiagnosis & Confirm Repairs



Build Trust Through Documentation



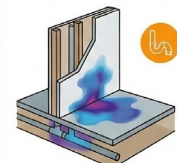
Cross-Industry Versatility



HVAC & Airflow



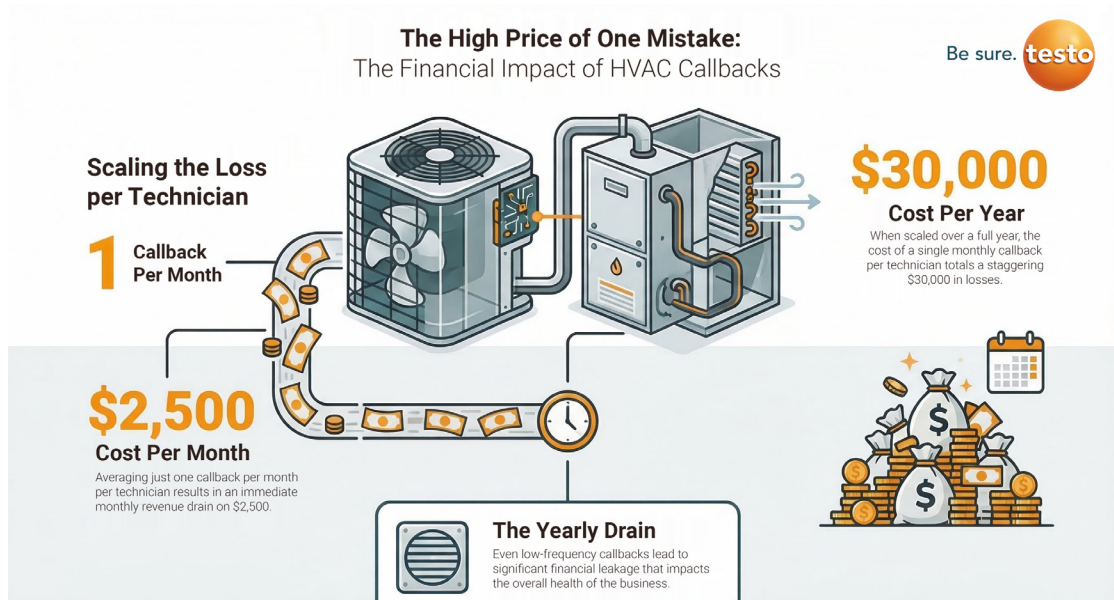
Electrical Safety



Plumbing & Pipework

The Real Numbers

After speaking with our customers—including [Adrian Garcia of ReliableHVAC on YouTube](#)—a consistent estimate emerges: the **average callback costs around \$2,500** once labor, time, fuel, lost appointments, and overhead are factored in. Even at just **1–2 callbacks per month**, the annual impact becomes substantial:



For many service companies, that’s equal to the salary of an additional technician—or lost profit that directly affects growth.

Now compare that to the **\$529 Testo 860i**. Preventing **just one** callback more than pays for the tool. Avoiding two callbacks delivers an ROI nearly **10x** its cost. The math is simple: **A single avoided callback covers the full investment. Everything after that is pure savings.**



Elevate Your Team

Callbacks happen, but they don’t have to eat your profits. Equip your technicians with Testo thermal imaging to reduce return visits, increase efficiency, and fill their day with new opportunities—not the same problems. Investing in better tools strengthens your bottom line.

Visit testo.com/en-us/860i-guides for more!