THE AUTOMATION NOMAD · PUBLIC STUDY · NOVEMBER 2026

The Reply Gap 2026. Easy to reach, slow to answer.

815 public business websites · 8 countries (BE NL LU FR UK IE AE PT) · 36 cities · clinics, installers, distributors, professional firms, B2B companies.

3.9
ways to reach the average business

11%
say when they will reply

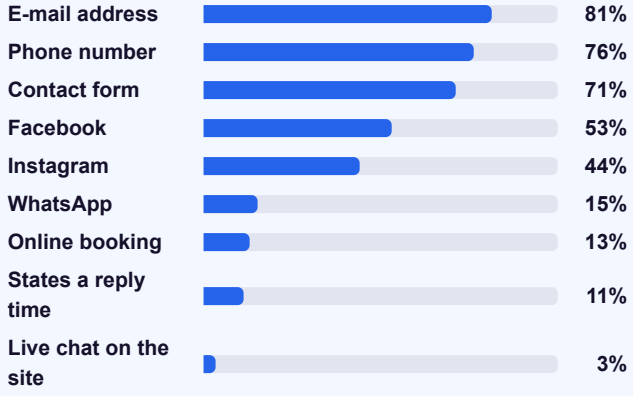
82%
no chat and no WhatsApp

13%
take bookings online

KEY FINDINGS

1. Customers can reach the average business in 3.9 ways (phone, e-mail, form, social, chat), yet only 11% say anywhere when they will reply.
2. 82% offer neither a live chat nor a WhatsApp button: a customer who wants an answer now has to call or wait.
3. Private clinics: 4.1 ways to message them on average; 79% have no chat and no WhatsApp; 40% take bookings online.
4. Installers and builders: 86% ask visitors for a quote request, but only 14% say when they get back to you.
5. Distributors and dealers: 22% put a price list, catalogue or pricing page online; 38% let a buyer order online.
6. Professional firms: only 5% state a reply time and 2% let a client book a meeting online.
7. B2B companies: 25% show any video, podcast or webinar on their site; 15% link a YouTube channel.

SHARE OF WEBSITES WITH EACH WAY IN



BY BUYER GROUP

GROUP	WEBSITES	WAYS IN	NO CHAT OR WHATSAPP	STATES REPLY TIME
Private clinics	161	4.1	79%	9%
Professional firms	131	3.6	92%	5%
Installers and builders	265	4.2	78%	14%
Distributors and dealers	148	3.7	79%	6%
B2B companies	110	3.5	85%	17%

BY COUNTRY

COUNTRY	WEBSITES	WAYS IN	CHAT OR WHATSAPP	WHATSAPP	STATES REPLY TIME
Belgium	144	3.5	14%	11%	8%
Netherlands	169	4.0	24%	21%	18%
France	181	3.9	9%	6%	9%
United Kingdom	229	4.0	17%	13%	10%
Ireland	48	3.4	17%	8%	0%
UAE	36	5.1	61%	61%	11%
Portugal	8	4.4	50%	50%	12%

METHOD

Public pages only (homepage, up to 3 contact/about pages and 1 pricing page per website), robots.txt respected, no forms filled, no enquiries sent, no personal data kept. Aggregates only; no total rests on fewer than 5 websites. Chat and booking are lower bounds (widgets injected later by tag managers are not visible).

Full report, data (CC BY 4.0) and press: automation-nomad-study.pages.dev/ · **Numbers for your trade and city:** automation-nomad-local.pages.dev

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