

**Customer Contact Inspection Report**  
Contact Reliability & Customer Reachability Assessment  
**ABC Plumbing Ltd.**

# Customer Contact Inspection

Issue Detail

## ✘ Phone Number Mismatch on Mobile

**Status:** ✘ Failure

**Impact:** Creates distrust with customers

**Category:** Contact Path Integrity

**Location:** Homepage → Main → Styled HREF Link → Phone Number

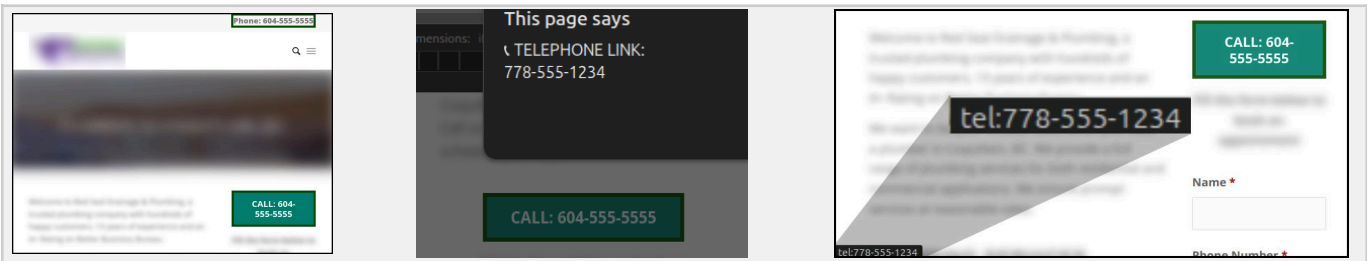
### What's Happening

The phone number in the link is different from the number displayed on the button text. Your phone number is displayed on a link button (604-555-5555) but when a customer taps on it the number displayed is different (778-555-1234).

### Why This Matters

Customers will see this phone number mismatch and think your website was hacked by a scam caller or that something is broken. Customers become fearful and distrusting and will rarely return.

### Screenshots



### Customer Flow (Where This Breaks)

1. Customer searches for service ✓
2. Customer opens your site ✓
3. Customer taps phone number ✓
4. Dialpad app opens with different phone number ✘  
→ Customer is confused why the number is different so they leave and contact another business

### How to Fix

Update the phone numbers so they all match:

```
<a href="tel:604-555-5555" class="avia-button [...]" style="background-color:#ee2738; [...]"><span class="avia_iconbox_title">CALL: 604-555-5555</span></a>
```

Ensure:

- Phone numbers match everywhere
- No formatting errors in the link
- Tested on mobile devices

### How to Verify

Open the website on a mobile device → tap the phone number → confirm the phone dial opens with the same number.

Fix instructions are designed to be implemented quickly without additional investigation.