

For home services

The Missed-Call Rescue Kit

Answer every call. Even the ones you miss.



Missed call
(617) 555-0142

9:12 AM

Sorry we missed your call! What can we help with?

Furnace is making a weird noise

The Missed-Call Rescue Kit

You can't answer every call when you're on a roof, under a sink or driving between jobs. But a caller who doesn't reach you can call the next company in seconds. This kit makes sure every missed call still gets an answer, and that the calls you do pick up turn into booked jobs.

One play at a time

Start with play 1. Each one is a small change to how you already work, not a new system.

Swap in your words

Words in braces, like {first} and {time}, are yours to fill in: the customer's first name, your open times, your link.

Track one number

Every play ends with the one number to watch. Check it before you start and again a month later.

Text people who said yes

Only text customers who agreed to get texts from you, and give them an easy way to stop. Email is fine for the rest.

What's inside

1	Text back every missed call	1 text
2	Set an after-hours reply	1 text
3	Record a voicemail that works	
4	Call back in the right order	
5	Answer the phone like a booking line	
6	Confirm the visit by text	2 texts
7	Know what missed calls cost you	
+	Your text-back messages	to copy

Play 1

Text back every missed call

A caller who doesn't reach you can call the next company in seconds. A text back keeps the conversation alive.

Do this

1. Set up an automatic text when a call is missed.
2. Make it a question, so they reply.
3. Call back as soon as you're free.

Text to send

Missed call

Sorry we missed your call! This is {company}.
What can we help with? We'll call you right back.

Track: Missed calls that turn into booked jobs.

Play 2

Set an after-hours reply

Calls at night and on weekends are often the urgent ones. An instant reply tells them you got it and when you'll call.

Do this

1. Turn on a different text-back after hours.
2. Say when you'll call back.
3. If you offer emergency service, say how to reach it.

Text to send

After hours

Thanks for calling {company}! We're closed right now and will call you back by {time} tomorrow. If it's an emergency, call {emergency line}.

Track: After-hours calls that turn into jobs.

Play 3

Record a voicemail that works

A good greeting tells callers they'll get a text and a call back, so they don't hang up and dial someone else.

Do this

1. Keep it under 20 seconds.
2. Say your company name, that a text is coming, and when you'll call.
3. Ask them to leave the address and the problem.

What to say

Say this · Voicemail greeting

Thanks for calling {company}. We're with a customer right now. You'll get a text from us in a minute, and we'll call you back shortly. Leave your address and what's going on, and we'll come prepared.

Track: Voicemails left, and callbacks booked.

Play 4

Call back in the right order

When you finally get a break, call the most urgent and the newest first.

Do this

1. Check your missed-call texts and voicemails together.
2. Call urgent problems first, then new customers, then the rest.
3. Note what each caller needs before you dial.

No script needed for this one: it's a change to how you run things.

Track: Minutes from a missed call to your callback.

Play 5

Answer the phone like a booking line

Every call is a chance to book. A simple script helps whoever answers.

Do this

1. Greet, get the problem, get the address.
2. Offer 2 time windows.
3. Confirm by text.

What to say

Say this - Phone

Thanks for calling {company}, this is {name}.
What's going on? ... I can have someone out
{window1} or {window2}. Which works better?

Track: Calls answered, and calls booked.

Play 6

Confirm the visit by text

A confirmation with the time window and the tech's name cuts down on nobody-home visits.

Do this

1. Text a confirmation right after booking.
2. Text again when the tech is on the way.
3. Include a way to reschedule.

Texts to send

Booked

You're booked with {company} for {day},
{window}. {tech} will text when on the way. Need
to change it? Just reply here.

On the way

Hi {first}, {tech} from {company} is on the way
and should get there in about {minutes} minutes.

Track: Visits where the customer was home and ready.

Play 7

Know what missed calls cost you

A number makes it real, and helps you decide what to fix first.

Do this

1. Count your missed calls for one week.
2. Guess how many were new jobs.
3. Run the free missed-call calculator on our site to see what they're worth each month.

No script needed for this one: it's a change to how you run things.

Track: Missed calls each week.

Copy this

Your text-back messages

Set these up in your phone system or answering app. Swap in your details.

During open hours: Sorry we missed your call! This is {company}. What can we help with? We'll call you right back.

After hours: Thanks for calling {company}! We're closed right now and will call you back by {time}. If it's an emergency, call {emergency line}.

On a job: We're with a customer right now. Text us the address and what's going on, and we'll call you back {when}.

Your first week

Four things to do this week.

- ☐ Turn on missed-call text back.
- ☐ Set your after-hours reply.
- ☐ Re-record your voicemail greeting.
- ☐ Count this week's missed calls.

The plays at a glance, and what to track

#	Play	Track
1	Text back every missed call	Missed calls that turn into booked jobs.
2	Set an after-hours reply	After-hours calls that turn into jobs.
3	Record a voicemail that works	Voicemails left, and callbacks booked.
4	Call back in the right order	Minutes from a missed call to your callback.
5	Answer the phone like a booking line	Calls answered, and calls booked.
6	Confirm the visit by text	Visits where the customer was home and ready.
7	Know what missed calls cost you	Missed calls each week.

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Free to use and share. The plays are advice on what to do and what to track, not a promise of results, and the templates aren't legal advice. Example names and times in the texts are fill-ins. OPER8, 2026.