

A PRACTICAL GUIDE

The Missed-Call Recovery Playbook

A practical guide for local service businesses that lose jobs when nobody answers the phone

Made by the Braxis machine

braxisai.com

What this is

This guide is for local service businesses that lose jobs when nobody answers the phone.

It is a practical method, not a promise of a result. It contains no invented statistics, no fake customers, and no guarantees. The words were drafted with AI assistance.

Use the checklist at the end on a real piece of work this week.

The job you never hear about

A missed call is not a missed conversation. It is a person who needed a service now, called the first number they found, and then called the next one. The loss is invisible because there is no voicemail to review and no email to answer. The first step is to stop treating the phone as a background task. Count the calls that ring out, not just the ones that become jobs. Put the count where the owner sees it every week. A simple tally sheet next to the phone or the call log is enough; the point is to make the leak visible without buying software.

The five-minute text-back

When a call is missed, send one short text within five minutes: your business name, an apology for missing the call, one question about the job, and a clear next step. Keep the message under four lines. Do not send a link to a long form. Do not promise a price. The goal is to get one reply: what do you need, and when do you need it? A reply restarts the conversation; silence loses it.

What to say

Use a stable template and fill in the blanks: “Hi, this is [business]. Sorry we missed your call. What kind of job is it, and what town are you in? We can call you back today.” If the job is urgent, add one line asking whether it is an emergency. Keep the tone plain. Avoid “we will get back to you soon”; give a real window. A specific window is easier to keep and easier for the customer to trust.

Route the reply

A text-back only works if someone owns the reply. Name one person for each shift. When a reply arrives, that person either books it, asks one more question, or hands it to the owner. Put the booking on the calendar in the same step; do not create a second task. If nobody can answer within the window, send a second message that gives a new time. Log the outcome so the follow-up does not depend on memory.

Measure the leak

Track three counts: missed calls, text-backs sent, and jobs booked from those replies. Track them for a week before changing the script. The useful comparison is not “more messages” but “how many missed calls turned into a booked conversation.” If the text-back rate is high and the booking rate is low, fix the questions. If both are low, fix the response time or the person who owns the phone.

The weekly review

Once a week, read the missed calls and the replies. Keep the script that produced bookings. Change one line at a time. Check the after-hours path separately from the workday path; they fail for different reasons. The goal is not a perfect phone system. It is a smaller gap between a ringing phone and a real conversation. Keep a short list of the questions that produced bookings and the ones that did not; that list is the next version of the script.

USE THIS

Checklist

- ☐ The trigger is written down.
- ☐ The minimum inputs are listed.
- ☐ One owner is named.
- ☐ The acceptance test is written before the draft.
- ☐ The result and the next step are logged.

Where this came from

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