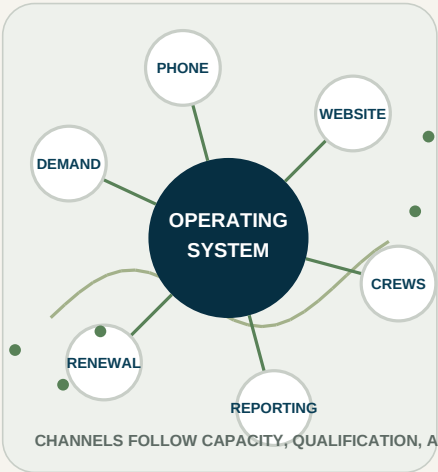


AI & AUTOMATION

How to Recover Missed Calls Within Sixty Seconds

A recovery workflow that responds quickly without pretending an automated message is a completed conversation.



THE CONSTRAINT

A missed call is not recovered because a text was sent. Recovery happens when the prospect receives a useful response, confirms the service need, and reaches the correct person or booking path.

USE THIS WHEN

Use this when calls reach voicemail during dispatch, after hours, or peak weeks.

DO NOT START HERE

Do not send automated messages to numbers without the required consent or to callers who opted out.

Inputs to gather before the first meeting

- 1 Missed-call trigger and phone ownership
- 2 Service and territory questions
- 3 Human response hours
- 4 CRM or field-software routing

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Trigger the first response

Send a short message that identifies the company, acknowledges the missed call, and asks one useful service question. Do not overload the first text.

02 Collect qualification

Ask service, location, property type, and timing through a short exchange or link. Make it easy to request a person.

03 Route the record

Assign the response to the correct branch or estimator with the call time, number, source, and answers attached.

04 Set a human deadline

Create a task for qualified opportunities and a separate service path for existing customers or urgent issues.

05 Close the loop

Stop messages when the caller books, speaks to staff, declines, opts out, or reaches the end of the approved sequence.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01

Recovery response rate

02

Qualified recovery rate

03

Human follow-up time

04

Bookings from missed calls

Thirty-day rollout

WEEK 1

map missed-call causes and triggers.

WEEK 2

write messages and routing.

WEEK 3

test consent, stop rules, and tasks.

WEEK 4

launch and review conversations.

Stop and scale rules

- Automation acknowledges the call; a person owns the opportunity.
- One message asks one clear question.
- Stop rules protect the caller and the brand.

Launch checklist

- ☐ Trigger tested
- ☐ Identity clear
- ☐ Opt-out respected
- ☐ Owner assigned
- ☐ Human deadline set
- ☐ Stop rules active

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

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