

Missed-Call Text-Back Templates

Copy-paste replies that recover leads before they call a competitor.

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Copy-paste these. A missed call you answer with an instant text recovers a huge share of leads that would otherwise call a competitor. Keep them short, human, and fast.

The instant missed-call text-back

Fires automatically the second a call goes unanswered:

"Hi, this is [Business] — sorry we missed your call! What can we help you with? Reply here and we'll get right back to you. 😊"

Auto / used-car version:

"Thanks for calling [Dealership]! Sorry we missed you — were you calling about a specific vehicle, financing, or a trade-in? Text us here and we'll help."

Trades version:

"Hi, [Business] here — we're likely on a job. What do you need a hand with? Text us the details and your address and we'll get back to you fast."

The after-hours auto-reply

"Thanks for reaching out to [Business]! We're closed right now but we've got your message. We'll reply first thing — for an emergency, [emergency option]."

The web-lead instant reply

"Hi [name], thanks for reaching out to [Business] about [service]! Are you free for a quick call now, or should I text you a couple of times that work?"

The follow-up sequence (if no reply)

WHEN	MESSAGE
+1 hour	"Hi [name], just making sure you saw this — still happy to help with [need]. When's good?"
+1 day	"Hey [name], following up on your [service] request. Want me to send a quick quote / book a time?"

WHEN	MESSAGE
+3 days	"Hi [name] — still looking into [need]? No rush, just don't want to leave you hanging. Reply anytime."
+7 days	"Last check-in from [Business] — whenever you're ready, we're here. Reply STOP to opt out."

Rules that keep it working

- [] Reply **STOP** opt-out on marketing texts (CASL — required in Canada).
- [] Always use the customer's name and reference their actual need.
- [] Stop the sequence the instant they reply — hand to a human.
- [] Never send the exact same wording to everyone; vary it.

Want this wired up so it fires automatically? **Free setup walkthrough at frayze.ca.**