

The Missed Call Recovery Playbook

3 proven strategies to recover revenue from missed calls — with scripts, automation templates, and real numbers.

The Problem in Numbers

The average service business misses **3-8 calls per day**. For most trades, each missed call represents \$150-500 in potential revenue depending on your market. Even conservatively, that's **\$2,000-6,000+ leaving the table every month**.

The issue is not that these callers are bad leads. Most of them have an active need and money to spend. They called you. The problem is what happens (or doesn't happen) in the 30 seconds after you miss their call.

Strategy 1: Instant Text-Back

What it is: When you miss a call, the caller immediately receives a text message acknowledging the missed call and offering a way to get help right now.

Why it works: The caller knows you got their call. They have a way to communicate without waiting for a callback. You've bought yourself time without losing the lead.

Sample Scripts (customize for your trade):

Scenario	Script
During hours	Hi! Sorry we missed your call. We're on a job right now but want to help. What do you need? We'll get back to you within the hour.
After hours	Thanks for calling [Business Name]! We're closed for the day but got your call. Text us what you need and we'll reach out first thing in the morning.
Emergency trade	Hi, this is [Business Name]. Sorry we missed you! If this is urgent, reply URGENT and we'll call you back within 15 minutes.

Expected recovery rate: 30-50% of missed callers will respond to an instant text-back. Of those, roughly half will convert to a booked job.

Strategy 2: Voice Receptionist

What it is: Instead of sending the caller to voicemail, a voice receptionist picks up the phone, has a natural conversation, answers questions about your services, and books appointments directly into your calendar.

Why it works: The caller never hits voicemail. They get their question answered and their appointment booked in a single call — even at 2 AM on a Saturday.

What the receptionist handles:

- Answers questions about services, hours, and service area
- Books appointments directly into your calendar
- Collects caller info (name, phone, address, job description)
- Sends you a notification with full call details
- Sends the caller a confirmation text after booking
- Handles multiple calls simultaneously (no hold times, no overflow)

Expected recovery rate: 50-70% of calls that would have gone to voicemail result in a booked appointment or qualified lead when answered by a dedicated receptionist.

Strategy 3: Automated Follow-Up Sequence

What it is: After first contact (whether by text-back or voice), a follow-up sequence automatically nurtures leads who didn't book immediately. The sequence runs for 3-7 days with decreasing frequency.

Sample Follow-Up Timeline:

Timing	Message	Channel
Immediately	Initial text-back or voice call (Strategy 1 or 2)	SMS / Voice
+2 hours	"Just checking in — still need help with [service]? Happy to get you on the schedule."	SMS
+1 day	"Hi [Name], wanted to follow up on your call yesterday. We have availability this week if you still need [service]."	SMS
+3 days	"Last follow-up — we'd love to help. Reply anytime and we'll get you booked. — [Business Name]"	SMS
+7 days	"Hi [Name], just a final check-in from [Business Name]. If you ever need [service], we're here. Save this number!"	SMS

Expected recovery rate: An additional 10-20% of initially unresponsive leads will convert through automated follow-up. These are leads that would have been completely lost without the sequence.

Combined Impact: What All 3 Strategies Look Like Together

Metric	Without Recovery	With All 3 Strategies
Missed calls/month	100	100
Calls that reach voicemail	100 (100%)	0 (receptionist answers all)
Leads who respond/engage	5-10 (leave VM)	60-70 (voice + text-back)
Appointments booked	2-4	25-35
Revenue recovered/month	\$0	\$3,750-\$5,250*

**Based on \$150 avg job value. Your numbers will differ — use the ROI calculator at getziviro.com/roi.html for your specific trade and market.*

Ready to stop losing calls?

See your numbers: getziviro.com/roi.html

Hear it for yourself: **(267) 656-6998**

Questions? hello@getziviro.com

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