Copy-paste missed-call text-back scripts that actually get answered

> *"I turned on missed-call text-back, but the default message sounds like a robot and nobody replies."*

Category: customer-communication	**Setup Time:** ~15 minutes	**Estimated Hours Saved:** 1 hrs/week	**Direct Software Cost:** $0 / month

SOLUTION SUMMARY

A missed-call text works when it sounds like a person wrote it: your name or business first, one honest reason you missed them, and exactly one thing for them to do next. The scripts below are ready to paste — pick the one that matches why you miss calls, swap in your details, and add the opt-out line every US business text needs.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Google Voice: (Free Tier / Wholesale)**
- **Quo (formerly OpenPhone): (paid)**
- **Your carrier's built-in auto-reply: (Free Tier / Wholesale)**
- **Twilio (build your own): (Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Pick the scenario scripts that match why you miss calls**
   Read the table below and grab the two or three templates that fit — most misses are 'with a customer,' 'after hours,' or 'driving/on a job.'

2. **Open the auto-reply field in the tool that owns your number**
   Google Voice: Settings > Calls > missed call text. Quo: phone number settings > auto-replies. Your phone's built-in reply is under Phone settings > quick responses.

3. **Paste the script and fill the brackets — then add the opt-out line**
   Put your name and business in first. Keep one ask only — a booking link OR 'tell me what you need,' never both. Finish with 'Reply STOP to opt out' — US business texting rules expect it.

4. **Test it from a second phone**
   Call your business number, let it ring out, and time how fast the text lands. If it takes minutes instead of seconds, the automation isn't configured — fix that before touching the wording.

5 Watch replies for two weeks and tune the ask

If people reply with their question, keep it. If they ignore it, swap the call-to-action — a booking link outperforms 'call me back' for appointment businesses; a plain question outperforms a link for quotes.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.
[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.
[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.
[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.
[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: Do I really need the 'Reply STOP' line on an auto-reply?

A: For US business texting, yes in practice. Carrier registration (A2P/10DLC) and most platforms expect opt-out language on automated messages, and it costs you five words. Skipping it is how business numbers get filtered.

Q: How fast should the text send?

A: Seconds, not minutes — that's the entire advantage over voicemail. A text that arrives after the caller already dialed your competitor is a receipt, not a recovery.

Q: Should the message include my booking link?

A: If you take appointments, yes — a direct link converts better than any sentence. For quote or service-call businesses, a plain question ('what can we help with?') gets more replies because it asks for the one thing they already wanted to say.