Automatically text back every call you miss

> *"I'm missing calls when I'm with a client, and those people just call the next place on the list."*

Category: customer-communication | **Setup Time:** ~20 minutes | **Estimated Hours Saved:** 3 hrs/week | **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Set up an automatic text-back so that any call you don't answer immediately triggers an SMS with your booking link. Most missed callers never leave a voicemail — they call your competitor instead. A text arriving within seconds keeps the conversation alive without interrupting whatever you're doing, and it works overnight and on weekends with no extra effort.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **OpenPhone:** **(paid)**
- **Google Voice:** **(Free Tier / Wholesale)**
- **Twilio:** **(Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Decide which number rings**
   Use the number already on your Google Business Profile and website. Changing published numbers costs you more than the fix saves.

2. **Turn on missed-call auto-text**
   In OpenPhone this is Settings, then Auto-replies, then Missed calls. Most business phone tools have an equivalent in the same place.

3. **Write the message**
   Short and human. 'Hi, this is [name] at [business] — sorry we missed you, we're with a client. Here's our booking link: [link]. Or reply here and we'll get right back to you.'

4. **Include a booking link, not just an apology**
   This is the whole point. An apology text recovers nothing. A link lets them book while they're still thinking about it.

5. **Test it**
   Call your own business line from another phone and let it ring out. Confirm the text arrives within about ten seconds.

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: How do I automatically text back missed calls?

A: Use the business line already on your Google Business Profile. Turn on the missed-call auto-reply, send a short text with your booking link within about ten seconds, and test it from another phone. OpenPhone (Quo), Google Voice, and similar business lines can do this. A personal cell plan usually cannot.

Q: Will this annoy people?

A: No, provided it reads like a person and arrives fast. What annoys people is calling a business and hearing nothing back at all.

Q: What does it cost?

A: Free if you already have a business phone tool with auto-replies. Otherwise roughly $15 to $20 a month for a dedicated service.