

Missed Call Text-Back Template Pack

15 ready-to-use SMS templates by trade, plus an after-hours answering script checklist you can hand to a person, an answering service, or an AI receptionist.

HVAC

Plumbing

Electrical

Auto repair

Roofing

Dental

Med spa

Law firm

How to use this pack

Missed call text back sends an automatic text when a call goes unanswered, so the caller can keep the conversation going by SMS instead of trying the next business on the list.

Five rules for a text-back that gets replies

1. **Name the business** in the first words, so the caller knows who is texting.
2. **Acknowledge the missed call** in a few words. No groveling.
3. **Ask one easy question** that sorts the call: "Is water leaking right now?" or "Is your car drivable?"
4. **Promise only what you can keep.** If you write "within 15 minutes," someone has to reply within 15 minutes.
5. **Follow up once at most.** One friendly second touch is fine. More starts to feel like spam.

Keep every message to one SMS segment

One standard SMS segment holds 160 plain-text characters. Longer messages are split and cost more. An emoji or a curly "smart" apostrophe can switch the whole message to an encoding that holds only 70 characters per segment, so paste these templates as plain text.

*Each template's character count assumes a 23-character business name ("Riviera Heating & Air Co") with the brackets removed. Re-check the length after you swap in your real name and times.

Before you switch it on (US)

- ☐ Register your sending number: A2P 10DLC for local numbers, or toll-free verification. Unregistered texts may be blocked.
- ☐ Honor opt-outs (STOP) and keep text-backs conversational, not promotional.
- ☐ Keep health details and legal case details out of SMS unless your systems and agreements cover them.
- ☐ Remember landlines can't receive texts. Keep a clear voicemail greeting too.
- ☐ Decide who watches replies, and when. A text-back nobody answers just moves the problem from voicemail to SMS.

Step-by-step setup and the rules behind these templates: getpeacecall.com/missed-call-text-back

Text-back templates by trade

Replace anything in [brackets]. Safety lines are deliberately short: one approved line, then escalate.

1 GENERAL Busy with a customer

121 chars*

Hi, it's [Business]. Sorry we missed your call! How can we help? Reply here and we'll get right back to you.

2 GENERAL Promise a reply window

129 chars*

Thanks for calling [Business]. We're with a customer right now. Text us what you need and we'll reply within [15 min].

3 GENERAL After hours

130 chars*

Thanks for calling [Business]. We're closed now and open at [8am]. Reply with what you need and we'll text first thing.

4 HVAC Sort emergencies from routine

142 chars*

[Business] here. We missed your call. Is this an emergency (no heat/no AC) or a tune-up/quote? Reply and we'll get you scheduled.

5 HVAC Gas safety line first

141 chars*

Thanks for calling [Business]. If you smell gas, leave the home and call your gas utility or 911. For anything else, reply here.

6 PLUMBING Daytime, team on a job

143 chars*

Hi, it's [Business]. Sorry we missed you, our team is on a job. Is water leaking right now? Reply YES, or tell us what's going on.

7 PLUMBING After hours, URGENT keyword

147 chars*

[Business] here. Our office is closed. Reply URGENT for an active leak or sewage backup, or text what you need and we'll reply at [7am].

Safety lines: templates 5 and 8 point callers to 911 and their utility for gas, smoke, sparks, or downed lines. Match the wording to your local utility and fire department, and get the owner's sign-off before using them.

More trades, repeat callers, and the one follow-up

Templates 7 and 14 only work if someone watches for replies. If nobody does, drop the keyword or promise.

8 ELECTRICAL Hazards first

143 chars*

[Business] here, sorry we missed you. Smoke, sparks or a downed line? Call 911 now. For anything else, reply with what's going on.

9 AUTO REPAIR Bays busy

152 chars*

Hi, it's [Shop]. Sorry we missed you, our techs are in the bays. Is your car drivable, or do you need a tow? Reply here and we'll help.

10 ROOFING Leak, storm, or quote

129 chars*

Hi, it's [Business]. Sorry we missed your call! Is this about a leak, storm damage, or a new roof quote? Reply here.

11 DENTAL New or existing patient

117 chars*

[Practice] here. We missed you. Are you a new or existing patient? Reply and we'll help you find a time.

12 MED SPA Treatment interest

124 chars*

Hi, it's [Spa]! Sorry we missed you. Which treatment are you interested in? Reply and we'll help you book.

13 LAW FIRM No case details by text

130 chars*

[Firm] here. We missed your call. Please don't text case details. Reply with a good time and we'll call you back.

14 ANY TRADE Repeat caller

135 chars*

Hi again from [Business]. We saw you called twice. Reply with what you need and we'll call you back as soon as we're free.

15 ANY TRADE One follow-up (send once, only if no reply)

117 chars*

Hi again from [Business]. Just checking you got the help you needed. Reply anytime if we can still help.

After-hours answering script checklist

Use this whether a person, an answering service, or an AI receptionist answers your after-hours calls. Safety first, intake second.

1. Greeting (human or AI)

"Thanks for calling [Company]. Our office is closed right now, but I can still help. This is [name / the virtual assistant]. First, is anyone in danger, or is there [the hazard for your trade: a gas smell, smoke or sparks, water near outlets]? ... Okay. What's going on?"

2. Triage levels to agree on with your on-call team

Level	Examples	Action
1. Life safety	Gas odor, CO alarm, smoke, sparks, downed line, water touching electrical	One approved safety line, then 911 / utility; alert on-call
2. Urgent	Active leak that won't stop, no heat in freezing weather, sewage backup	Page or transfer to on-call now
3. Priority	Failure with no hazard, mild weather, partial outage	Book the first slot
4. Routine	Quotes, tune-ups, estimates, paperwork	Take details, book or call back in business hours

3. Capture on every call

- ☐ Full name and confirmed callback number
- ☐ Service address and ZIP (plus unit or gate codes)
- ☐ Owner, renter, or property manager
- ☐ The problem in the caller's own words, and the triage level
- ☐ Vulnerable occupants (yes/no)
- ☐ After-hours fee disclosed (yes/no)
- ☐ Outcome: transferred, paged, booked (date/time), or message only

4. Never say

- **No diagnosing** ("A tech will assess on site") and **no unapproved prices** ("The technician will quote before work starts").
- **No improvised safety advice** beyond your approved lines, and **no fake arrival times**.
- **No pretending to be human** if it's AI, and **no guessing the service area**.

Test before a real caller hears it

Minimum test calls

- ☐ A life-safety call (gas odor, CO alarm, smoke, or a downed line): intake must stop and escalation must start
- ☐ An urgent call that should page on-call, and a confirmed transfer to on-call and to the backup person
- ☐ A routine request that should be booked, not paged
- ☐ Outside your service area
- ☐ A price question you haven't approved an answer for
- ☐ The caller changes the address mid-call; silence and talk-over; a spam call
- ☐ A missed call from a mobile phone, to confirm the text-back arrives and fits one segment

First week after launch

- ☐ Read every after-hours transcript or message daily, then weekly
- ☐ Check that replies to text-backs are answered within the time you promised
- ☐ Don't change safety lines without the owner's approval

Free guides and tools at getpeacecall.com

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