make-simple.ai

FREE PLAYBOOK · MISSED CALLS

# The Missed-Call Money Map

## Find the money hiding in your voicemail.

Work out exactly what missed calls cost your business, then plug the leak with a text-back and an AI receptionist set up the right way.

- → A 5-minute worksheet to price your missed calls
- → The missed-call text-back scripts that get replies
- → What an AI receptionist should and shouldn't handle
- → The after-hours coverage plan for owner-run businesses

READ THIS FIRST

# What’s inside

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### How to use this

Start with the worksheet on the next page. It takes five minutes and the number is usually bigger than you expect. Once you know it, every decision after this gets easy.

5 MINUTES · A PEN

# The missed-call worksheet

**A** Missed calls last week (check your phone's recent calls) _____

**B** Of those, how many were probably new customers? (Guess: about half) _____

**C** Out of 10 new callers you talk to, how many usually book? _____

**D** Your average job or visit, in dollars _____

**B × (C ÷ 10) × D = weekly money at risk**

Multiply by 50 for a rough yearly number.

**Example:** 12 missed calls, 6 likely new customers, 4 in 10 usually book, $400 average job. 6 × 0.4 × $400 = **$960 a week** at risk, or roughly $48,000 a year.

Not every missed caller is lost. But most won't leave a voicemail, and many will call the next business on the list. That's what the next page is about.

THE RESEARCH

# Why calls get missed

**44%**

of calls to businesses go unanswered, according to Invoca's 2026 research.

**69%**

of missed calls get no callback within 48 hours, according to Quo's 2026 data.

### The usual reasons (none of them are laziness)

- [ ] You're with a customer, on a job site, or driving.
- [ ] The call comes in at lunch, at 7pm, or on a Saturday.
- [ ] Two calls come in at once and one goes to voicemail.
- [ ] The callback list lives in your head, and your head is full.

**The fix isn't answering every call.** It's making sure every missed caller hears from you within a minute, by text, so they don't move on.

COPY · PASTE · PERSONALIZE

# Text-back scripts

**DEFAULT**

Hey, it's [Name] at [Business]. Sorry I missed you, I'm with a customer. What can I help with? Text is easiest for me.

**TRADES / ON THE JOB**

Hi! [Name] from [Business]. I'm on a job right now. Text me what you need and the town you're in, and I'll get right back to you.

**APPOINTMENTS (SALON, SPA, CLINIC)**

Thanks for calling [Business]! We're with clients right now. Want to book? Grab a time here: [link]. Or text us your question.

**RESTAURANT / TAKEOUT**

Sorry we missed you at [Business]! For orders, use [link]. For reservations or questions, just text back here.

**AFTER HOURS**

Thanks for calling [Business]. We're closed for the night. Text us what you need and we'll reply first thing in the morning. Urgent? Reply URGENT.

**SECOND CALL IN A ROW**

Saw you called twice, sorry about that! Is it urgent? I'll step out and call you in 5 if it is.

**One rule:** it has to come from a number they can text back. A no-reply number kills the whole thing.

SHOULD VS. SHOULDN'T

# AI receptionists: the line

| LET AI HANDLE | KEEP FOR A HUMAN |
|---|---|
| Answering hours, location, parking and basic pricing ranges | Final quotes and anything with a real dollar commitment |
| Collecting name, number, address and what they need | Upset customers and complaints |
| Booking into open calendar slots | Medical, legal or safety advice of any kind |
| Sending your booking link or intake form | Anything you'd be uncomfortable seeing on a screenshot |
| Taking a message and texting you a summary | Deciding who gets a discount or an exception |

- [ ] Tell callers it's an assistant. Pretending to be a person backfires the moment they notice.
- [ ] Give it a short, written list of what it's allowed to say. If it's not on the list, it takes a message.
- [ ] Listen to the first 20 calls yourself. You'll fix 90% of the problems in that first week.

FOR OWNER-RUN BUSINESSES

# After-hours coverage plan

1. **Business hours**
   Calls ring you first. If you don't pick up in 4 rings, text-back fires automatically.

2. **Evenings**
   Calls go straight to the after-hours text. People can book online or leave the details by text.

3. **Urgent words**
   If someone replies URGENT (or your trigger word), you get a text alert. Everyone else waits for morning.

4. **Weekends**
   Same as evenings, plus one check-in at a set time each day, like 10am Saturday.

5. **Morning sweep**
   First 15 minutes of the day: reply to everything that came in overnight, oldest first.

Write your plan down and tape it next to the phone. If someone else ever covers for you, they'll know exactly what to do.

ONE AFTERNOON

# Setup checklist

- [ ] Check if your phone system, carrier app or booking software already has missed-call text-back. Many do and it's just switched off.
- [ ] Make sure texts go out from your main business number, not a random short code.
- [ ] Paste in your default and after-hours scripts from page 5.
- [ ] Set business hours so the right message goes out at the right time.
- [ ] Pick your urgent trigger word and turn on alerts to your cell.
- [ ] Call your own number from another phone during and after hours. Time the text.
- [ ] Add a line to your voicemail greeting: "Texting is fastest, I'll get right back to you."
- [ ] Run the worksheet again in 30 days and compare.

NEXT STEP

# Want this running for you?

WANT IT DONE FOR YOU?

## Book a free 30-minute AI Audit.

We'll run your missed-call number with you and show what coverage would look like for your business. You leave with a one-page plan showing the 3 places AI saves you the most time. Use it yourself or have us set it up.

**make-simple.ai/book-a-call**

SOURCES

1. Invoca, 2026 call answer-rate research.
2. Quo (formerly OpenPhone), 2026 missed-call callback data.