Mid-Ohio Operator

The Missed-Call Recovery Kit

A practical, print-and-use kit for local service businesses: catch the calls you can't answer, follow up without feeling pushy, and see what's working each week.

WHAT'S INSIDE

1. The Missed-Call Checklist (setup + daily habits)
2. 3 text-back message templates you can copy
3. A 14-day follow-up cadence template
4. A one-page weekly tracking sheet

A free resource from Mid-Ohio Operator by PACTS Consulting · operator.pactsconsulting.com
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PART 1

The Missed-Call Checklist

Work through the setup list once, then keep the daily and weekly habits going. Tick each box as you finish it.

One-time setup

- [ ] Pull 1–2 weeks of call history from your carrier or phone app.
- [ ] Note when missed calls happen (time of day, day of week).
- [ ] Turn on an automatic text for unanswered calls (many business phone apps and follow-up tools can do this).
- [ ] Load one of the text-back templates in Part 2.
- [ ] Record a voicemail greeting under 20 seconds that says what happens next.
- [ ] Pick a callback promise you can keep every time (for example, "within the hour during business hours").
- [ ] Decide who owns callbacks: one named person per shift.
- [ ] Decide how after-hours calls are handled and say so in the greeting.
- [ ] Add a booking link to your texts, website, and Google Business Profile.
- [ ] Write down your opt-out rule: anyone who replies STOP gets no more texts.

Every day

- [ ] Check missed calls and texts at set times (for example, mid-morning, lunch, end of day).
- [ ] Call back every missed caller who didn't book, within your promised window.
- [ ] Log each missed call on the weekly tracking sheet (Part 4).
- [ ] Move anyone who got an estimate onto the 14-day cadence (Part 3).

Every week

- [ ] Total the tracking sheet: missed, reached, booked.
- [ ] Look for a pattern: same hour, same day, same job type?
- [ ] Fix one thing: a script, the greeting, or callback coverage.
- [ ] Close out leads that finished the cadence with no reply.

Keep it legal and polite: text only people who contacted you, about their own inquiry. Honor opt-outs right away. If you plan to send marketing texts, check the rules (including the federal TCPA) with your attorney first.

PART 2

3 text-back message templates

Short, friendly, and one clear next step. Swap in your details where you see [brackets]. Read each one out loud before you use it; if it doesn't sound like you, change the words.

TEMPLATE A · DURING BUSINESS HOURS

"We're on a job" text-back

> Hi, this is [Your Name] at [Business Name]. Sorry I missed your call. I'm with a customer right now and will call you back by [time]. If texting is easier, reply with what you need and your ZIP code and I'll get you started.

Why it works: it names a real person, sets a callback time you control, and asks for two details that make your callback faster.

TEMPLATE B · AFTER HOURS OR WEEKENDS

"We're closed, here's what happens next" text-back

> Thanks for reaching out to [Business Name]. We're closed for the day and will contact you first thing [tomorrow / Monday] morning. Want to skip the wait? Pick a time that works for you here: [booking link]. Reply STOP to opt out.

Why it works: the caller knows they weren't ignored, gets a self-serve option, and has a clear way to opt out.

TEMPLATE C · CALLBACK DIDN'T CONNECT

"Sorry we keep missing each other" follow-up

> Hi [Name], it's [Your Name] from [Business Name]. I tried calling you back about [job / service] and couldn't reach you. What's the best time today or tomorrow for a quick call? Or if you'd rather, grab a time here: [booking link].

Why it works: it gives two easy options (a time or a link) instead of an open-ended "call us back."

Quick rules for every text: name your business in the first line · one question or one link, not both plus three more · promise only callback times you hit every time · reply to texts as fast as you would a call.

PART 3

14-day follow-up cadence

Use one copy per estimate or quote. Every touch should give the customer something (an answer, an option, or an easy way to say no), not just "checking in." Stop right away if they book or ask you to stop.

Day	Channel	What to send or say	Date done	Their response / next step
Day 0	Email + text	Send the estimate. Name the day you'll check back.		
Day 1	Text	"Did the estimate come through OK? Any questions so far?"		
Day 3	Phone call	Walk through the estimate. Ask if price, timing, or scope doesn't fit.		
Day 5	Email	Add value: photos of similar work, options, or what's included vs. optional.		
Day 8	Call / voicemail	Check their timing. Offer to adjust scope or phase the work.		
Day 11	Text	Share real openings in your schedule. Make "yes" a one-word reply.		
Day 14	Email	Close the loop politely: "Should I keep this open or close it out for now?"		

Customer details

Name		**Job / service**	
Prefers (text / call / email)		**Estimate sent** (date)	
Hoping to start by		**Outcome** (booked / not now / no reply)	

Day 14 close-the-loop template: "Hi [Name], I don't want to keep filling your inbox. Should I keep your [job] estimate open, or close it out for now? Either answer is completely fine, and you're welcome to reach out any time."

PART 4

Weekly tracking sheet

Week of: _____ Filled out by: _____

Day	Missed calls	Text-back sent	Called back in promised window	Reached	Booked	Notes (time of day, job type)
Mon						
Tue						
Wed						
Thu						
Fri						
Sat						
Sun						
Total						

End-of-week review (10 minutes)

- ☐ Most missed calls came in around: _____
- ☐ Estimates currently on the 14-day cadence: ___
- ☐ Leads closed out this week (no reply): ___
- ☐ What worked best this week: _____
- ☐ One thing to fix next week: _____
- ☐ Who owns callbacks next week: _____

Want help putting this on autopilot?

PACTS Consulting helps Central Ohio service businesses set up text-back, follow-up, and booking software, plus the simple processes that make it stick. Start with a free 20-minute call, no pressure.

Book your free 20-minute call →

More free playbooks and the missed-call cost calculator: operator.pactsconsulting.com. © 2026 PACTS Consulting LLC. You're welcome to print and use this kit in your own business.