⏱️ 20 MIN SETUP

Missed call text back in Canada

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

If you run a small business in Canada, you can't pick up every call. Lots of callers won't leave a voicemail. They call the next business on the list instead. A missed call text back sends them a short text from your business so they know you'll call back.

This guide covers what's different in Canada: the number, call forwarding and the rules under CASL.

What you need

- **A Twilio number that can send texts.** A Canadian local number (+1) that supports SMS and Voice.
- **Zapier or Make**, to connect Twilio to the text you want to send.
- **Call forwarding** on your business phone, so unanswered calls go to the Twilio number.

Step 1: Get a Canadian number on Twilio

1. Sign up at Twilio and go to **Buy a number**.
2. Choose **Canada**, tick **SMS** and **Voice**, and pick a local number in your area code.

3. Buy the number. Twilio charges a small monthly fee for it. Twilio may ask for business details before you can use a Canadian number.

Step 2: Forward unanswered calls

Set your phone to forward calls when you don't answer or you're busy (often called "conditional call forwarding"), and point it at your Twilio number. Most Canadian carriers and VoIP systems support this. The codes and settings differ by carrier, so check your carrier's help page or ask them.

Step 3: Build the automation

- **With Zapier:** follow the main missed-call text-back guide.
- **With Make:** follow our Twilio and Make guide.

When you enter phone numbers, use the international format: +1 then the 10-digit number. For example, (416) 555-0100 becomes +14165550100.

Step 4: Write a Canada-friendly text

> Hi, it's [Business]. Sorry we missed your call, we're with a customer. Reply with what you need and we'll call you back today. Reply STOP to opt out.

After hours:

> Hi, it's [Business]. We're closed right now and back at [time] tomorrow. Reply with what you need and we'll call you then. Reply

> STOP to opt out.

More ideas are in Missed call text back message examples.

The rules in Canada

- **The first text** replies to someone who just called you. Keep it about their call, with no offers or promotions.
- **Opt-outs:** include “Reply STOP to opt out” and stop texting anyone who replies STOP. Twilio handles STOP replies for you by default.
- **Marketing texts** fall under Canada’s Anti-Spam Legislation (CASL). In general you need the person’s consent before you send them commercial messages, and you must identify your business and give a way to unsubscribe. The CRTC website explains the rules.
- **Quiet hours:** don’t send follow-ups late at night or early in the morning in the caller’s time zone.

This isn’t legal advice.

FAQ

Do I need consent under CASL for the first reply?

A short reply to someone who just called you, about that call, is usually treated differently from a marketing blast. Keep promotions out of it. Ongoing follow-ups and offers need proper consent under CASL. This isn’t legal advice.

Can I keep my existing business number?

Yes. Customers keep calling your usual number. Only unanswered calls are forwarded to the Twilio number.

Local number or toll-free?

A local Canadian number feels more personal for a local business. A toll-free number suits businesses that serve customers across the country. Check that the number type you pick on Twilio can send SMS.

What does it cost?

Twilio charges for the number and each text, and your carrier may charge for forwarded calls. Zapier and Make have free plans for small volumes. Check current prices.

Skip the build with our template pack

Our US$19 Missed-call text-back pack has a ready-to-import Make blueprint, an n8n workflow, a Zapier build sheet and texts ready to use (with CA notes). Includes a step-by-step guide.

Related

- Missed-call text-back: main guide
- Missed call text back with Twilio and Make
- Missed call text back in the US
- Missed call text back in the UK
- Missed-call text-back template pack
- Get it ready-made

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