⏱️ 20 MIN SETUP

Missed call text back for plumbers and electricians

Part of our Small Business Automation guide and our Automation for tradies hub.

The problem

Plumbers and electricians miss a lot of calls. You're under a house, up in a roof or holding a live cable, so you can't answer. Many of those callers have a burst pipe or no power, and they ring the next name on Google if nobody picks up.

A missed call text back sends the caller a short text from your business when you can't answer. It tells them you got their call and asks what the job is. You call back when you're free.

What you need

- **A Twilio number.** Twilio is a service that sends and receives texts. Your business line forwards unanswered calls to it.
- **Zapier or Make.** These connect apps with simple "when this happens, do that" rules. The free plans are fine to start.
- **Your texts, written ahead of time.** Copy the examples below.

How it works, in plain words

1. A customer calls your normal number.
2. You don't answer, so the call goes to your Twilio number.

3. Zapier or Make sees the missed call.
4. It sends your text to the caller.

Step by step

1. **Sign up for Twilio** and buy a local number that can send texts.
2. **Turn on call forwarding** on your business phone, set to “forward when not answered” or “forward when busy”, and point it at your Twilio number. Your phone company can tell you how.
3. **Build the automation.** Follow the full click-by-click setup in Missed-call text-back for trades. If you use Make, our Twilio and Make guide walks through every module.
4. **Paste in your text** (see below).
5. **Test it.** Call your number from another phone, don’t answer, and check the text arrives.

Texts for plumbers

On a job

> Hi, it’s [Business] Plumbing. Sorry we missed your call, we’re on a job. Reply with what’s happening and your suburb and we’ll call you back.

Emergency

> Hi, it’s [Business] Plumbing. If water is leaking, turn off your water at the mains if you can. For urgent jobs call [after-hours number]. Otherwise reply with the problem and your suburb.

Texts for electricians

On a job

> Hi, it’s [Business] Electrical. Sorry we missed you, we’re on a job. Reply with the job and your suburb and we’ll call you back.

No power or sparks

> Hi, it’s [Business] Electrical. If you see sparks or smell burning, stay away and call [emergency number]. For other jobs, reply with what’s wrong and your suburb.

Only add safety tips you’re happy to stand behind, and put in your real emergency number. More examples are in Missed call text back message examples.

Tips

- Start every text with your business name.
- Keep it to two short sentences.
- Don’t promise a call-back time you can’t keep.
- Use a different text after hours. See Auto-reply after hours.

Consent and local rules

A text that replies to someone who just called you isn’t marketing, so keep promotions out of it. Any follow-up text should include your business name and “Reply STOP to opt out”. Marketing texts need opt-

in consent (TCPA in the US, the Spam Act in Australia, PECR in the UK, CASL in Canada). This isn't legal advice.

FAQ

Does this work with my mobile number?

Yes. Set your mobile to forward unanswered calls to your Twilio number. Customers still call the number they already have.

What does it cost to run?

Twilio charges for the number and for each text. Zapier and Make have free plans that suit small volumes. Check each provider's current prices.

Can I send a different text for emergencies?

Your automation can't tell an emergency from a normal call. Put your emergency number in every text, or use an after-hours text that includes it.

Do I need to be good with computers?

No. Each step is spelled out. If you can set up call forwarding on your phone, you can do this.

Skip the build with our template pack

Our US$19 Missed-call text-back for trades pack has a ready-to-import Make blueprint, an n8n workflow, a Zapier build sheet and texts already written. Includes a step-by-step guide.

Related

- Automation for tradies: all the easy wins
- Missed-call text-back for trades
- Missed call text back message examples
- Missed call text back with Twilio and Make
- Missed-call text-back for trades: template pack
- Get it ready-made

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