⏱️ 20 MIN SETUP

Missed-Call Text-Back for Trades With Twilio

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

The problem

On the tools, up a ladder or driving between jobs, you can't answer the phone, and most callers ring the next tradie instead of leaving a message. An instant text keeps the job yours.

What you need: a Twilio number plus Zapier or Make

- A Twilio number that your mobile forwards unanswered calls to. Twilio is a pay-as-you-go service that gives you a phone number your automation can use to send texts.
- A Zapier or Make account. Both are tools that connect apps together without code, and their free plans are fine to start with.
- About 20 minutes and a second phone to test with.

Setup with Zapier

1. Buy a local Twilio number and set your mobile to forward unanswered calls to it.
2. Create a Zap with **Twilio, New Call**, filtered to the statuses *no-answer* and *busy*.

3. Add **Twilio, Send SMS** to the caller, asking what the job is and where it is.
4. Add an SMS alert to yourself with the caller's number.
5. Test it from another phone, then turn it on.

Setup with Make

1. Use **Twilio, Watch Calls** with a status filter.
2. Add two **Create a Message** steps, one to the caller and one to you.
3. Turn it on.

Text-back message template for tradies

> G'day, it's [Business]. Sorry we missed you, we're on a job. Reply with what you need and the suburb, and we'll call back today.

Consent and local rules

Messages about a customer's own job or booking are service messages, not marketing. Keep them free of promotions. Check SMS and email rules in your country (TCPA and CAN-SPAM in the US, the Spam Act in Australia, PECR and GDPR in the UK and EU, CASL in Canada). This isn't legal advice.

FAQ

Will it text my mates and family too?

Yes, unless you add a filter that skips saved contacts. Keep a short list of numbers to skip in a Google Sheet and check it before the text sends.

Does it work with ServiceM8 or Tradify?

Yes. Add a step that creates a new lead or job in your job software with the caller's number. That way the enquiry is waiting for you when you get off the tools.

Can I keep my mobile number?

Yes. Set your mobile to forward unanswered calls to your Twilio number. Customers still ring your usual number and never see the Twilio one unless they get the text.

What should the text ask for?

Ask what the job is and the suburb, so you can call back ready to quote. Keep it short and put your business name at the start. If you send a follow-up later, add "Reply STOP to opt out".

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One-page checklist: Missed-call text-back for trades

- ☐ Buy a local Twilio number and set your mobile to forward unanswered calls to it.
- ☐ Create a Zap with Twilio, New Call, filtered to the statuses *no-answer* and *busy*.
- ☐ Add Twilio, Send SMS to the caller, asking what the job is and where it is.
- ☐ Add an SMS alert to yourself with the caller's number.
- ☐ Test it from another phone, then turn it on.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/missed-call-text-back-tradies