⏱️ 20 MIN SETUP

Missed call text back in the UK

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 the UK, you can't answer every call. Many callers won't leave a voicemail. They ring the next business instead. A missed call text back sends them a short text from your business so they know you'll ring back.

This guide covers what's different in the UK: the number, call divert and the rules.

What you need

- **A Twilio number that can send texts.** For two-way texts in the UK, that's usually a UK mobile number (starting +44 7). UK landline numbers on Twilio usually can't send texts.
- **Zapier or Make**, to connect Twilio to the text you want to send.
- **Call divert** on your business phone, so unanswered calls go to the Twilio number.

Step 1: Get a UK number on Twilio

1. Sign up at Twilio and go to **Buy a number**.
2. Choose **United Kingdom** and tick **SMS**.

3. Twilio may ask for details about your business and an address before you can use a UK number. Have these ready.

Step 2: Divert unanswered calls

Set your phone to divert calls when you don't answer or you're busy, and point it at your Twilio number. On many UK mobile networks you can do this in your phone's call settings. Your network or phone system provider can tell you the exact steps. Diverted calls may cost you, so check your tariff.

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: +44 then the number without the first 0. For example, 07700 900123 becomes +447700900123.

Step 4: Write a UK-friendly text

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

After hours:

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

More ideas are in Missed call text back message examples.

The rules in the UK

- **The first text** replies to someone who just called you. It isn't marketing, so keep promotions out of it.
- **Follow-up texts** should include your business name and "Reply STOP to opt out". Stop when someone opts out.
- **Marketing texts** fall under PECR. In general you need the person's consent, or an existing customer relationship with a clear chance to opt out. The ICO website explains the rules.
- **Keep data safe.** Callers' numbers are personal data under UK GDPR. Only keep them as long as you need them.

This isn't legal advice.

FAQ

Can I keep my existing business number?

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

Can I use a sender name instead of a number?

The UK allows text sender names, but people can't reply to them. For missed calls, a mobile number is better so callers can text back.

What does it cost?

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

Does it work with a VoIP phone system?

Usually yes. Most VoIP systems can divert unanswered calls to another number. Some also have their own missed-call text feature, so check that first.

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 with UK notes. Includes a step-by-step guide.

Related

- Missed-call text-back: main guide
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