⏱️ 20 MIN SETUP

Missed-call text-back: automatically text every caller you miss

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

The problem

When you're on a job or with a customer, calls go to voicemail, and most callers don't leave a message. They just ring the next business. A missed-call text-back sends them a friendly SMS within seconds, so they know you'll call back and they don't go elsewhere.

Saves: lost jobs, and the time spent returning calls to people who have already moved on.

What you need

- A business phone number that can trigger automations. A Twilio number is the simplest option, or use your phone system's own missed-call feature if it has one.
- Zapier or Make. The free plans are fine to start with.
- Your text message, written in advance (see the template below).

Setup with Zapier

1. **Get a Twilio number.** Sign up at Twilio, buy a local number and forward your business line to it when you're busy or don't answer. [Screenshot]

2. **Create a Zap.** Choose the trigger **Twilio, New Call**. [Screenshot]
3. **Add a filter** that only continues when the call status is *no-answer* or *busy*.
4. **Add an action:** choose **Twilio, Send SMS** and send it to the caller's number with your message. [Screenshot]
5. **Test it** by calling from another phone and not answering. You should get the text within about 30 seconds.
6. **Turn the Zap on.**

Setup with Make

1. Create a scenario that starts with the **Twilio, Watch Calls** module.
2. Add a filter for a status of *no-answer* or *busy*.
3. Add **Twilio, Create a Message** and send it to the caller.
4. Run it once to test, then set it to run on a schedule.

Message template

> Hi, it's [Business] – sorry we missed your call! We're with a customer right now and will call you back shortly. If it's easier, just reply here with what you need.

Keep it short, put your business name in it, and invite a reply.

Consent and local rules

This is a reply to someone who just called you, so it isn't marketing. Don't add promotions to it. Sending marketing messages later needs

opt-in consent (TCPA in the US, the Spam Act in Australia, PECR in the UK, CASL in Canada). Check how phone numbers should be formatted in your country, such as +61 or +1. This isn't legal advice.

FAQ

Does missed call text back work with my mobile?

Yes, if you forward unanswered calls to the automation number. Callers still dial your usual number. The forwarding setting is usually in your phone or carrier settings.

What does it cost?

Twilio charges per number and per text, and the Zapier or Make free tiers usually cover small volumes. Check current pricing with each provider, because plans change.

Can I send a different message after hours?

Yes. Add a time-of-day filter, or see Auto-reply after hours. That lets you tell late callers exactly when you'll ring back.

Should I use an app instead of building it?

If you already pay for a platform with the feature built in, use that. If you just want the text-back and low running costs, the DIY route works well. The app comparison guide covers the pros and cons.

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One-page checklist: Missed-call text-back

- ☐ Get a Twilio number.
- ☐ Create a Zap.
- ☐ Add a filter that only continues when the call status is *no-answer* or *busy*.
- ☐ Add an action: choose Twilio, Send SMS and send it to the caller's number with your message.
- ☐ Test it by calling from another phone and not answering.
- ☐ Turn the Zap 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