1. Missed Call Awareness

Do you know when calls are missed?

☐ All inbound calls are tracked in one place
☐ Missed calls are clearly logged
☐ Caller phone numbers are captured
☐ Calls aren't going to personal phones only
☐ You can review missed calls daily

If this isn't solid, you're losing visibility before you lose revenue.

2. Instant Missed-Call Response

What happens within the first minute?

☐ Missed calls trigger an automatic text reply
☐ Response goes out within 30–60 seconds
☐ Message clearly acknowledges the missed call
☐ Caller is reassured they'll be helped

Example:
"Sorry we missed your call. How can we help?"

Speed here matters more than price.

3. Clear Path to Booking

Can the caller easily take the next step?

☐ Text includes a callback or booking option
☐ Appointments can be booked without calling again
☐ Business hours are handled correctly
☐ After-hours calls get a different response

If it's hard to book, they move on.

4. Follow-Up Recovery

What if they don't reply right away?

☐ Follow-up texts are sent automatically
☐ Messages are spaced naturally (not spammy)
☐ Follow-ups stop once contact is made
☐ No manual chasing required

Most bookings happen after more than one touch.

5. Ownership & Responsibility

Who owns recovering the call?

☐ Each missed call is assigned to someone
☐ Tasks or reminders are created automatically
☐ No ″I thought someone else handled it″
☐ Recovery activity is visible

Missed calls don't recover themselves.

6. Conversation Context

Does the follow-up feel professional?

☐ Caller history is visible
☐ Previous jobs or inquiries are logged
☐ Notes are stored in one place
☐ No repeated questions or confusion

Context builds trust fast.

7. Reporting & Improvement

Can you measure recovery performance?

☐ Number of missed calls tracked
☐ Response time measured
☐ Recovery rate visible
☐ Bookings from missed calls reported

If you can't see it, you can't fix it.

8. System Reliability

Does recovery work even when you're busy?

☐ Works after hours
☐ Works on weekends
☐ Not dependent on staff availability
☐ No single point of failure

A system should work harder when you're unavailable.

Your Missed-Call Recovery Score

✓ **0–8 checked** → Missed calls are costing you serious revenue
✓ **9–14 checked** → Partial recovery, inconsistent results
✓ **15–20 checked** → Strong system, room to optimize

What This Means

Missed-call recovery isn't customer service.
It's **revenue protection**.

If your phone rings and no one answers, your system should.

Next Step (Optional CTA)

Want to see how many jobs you're missing right now?

Book a Missed-Call Recovery Review
We'll map your call flow and show you exactly how to recover more bookings without hiring admin staff.