Missed Call Recovery — Reliable Plumbing

Tuesday, July 21 · Business line (901) 555-0147

Text back: ON · avg 32 sec

MISSED CALLS THIS WEEK	TEXTS SENT	REPLIED TO TEXT	JOBS BOOKED
23	**14**	**11**	**7**
14 from new numbers	100% of new callers	79% reply rate	$3,850 est. value

STEP 1 · TRIGGER

Call rings out

Four rings, no answer. The system checks the number: not a contact, not a recent customer. Automation fires.

(901) 555-0184
Missed · 2:47 PM · no voicemail

Text back queued: 0:32 after hangup

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STEP 2 · CONVERSATION

AI qualifies by text

Hey, this is Reliable Plumbing. Sorry we missed your call! What's going on?
2:47 PM

kitchen sink leaking under the cabinet, getting worse
2:49 PM

Caught early that's a quick fix. Are you in our Memphis area? Tomorrow AM or PM better?
2:49 PM

East Memphis. Morning works
2:51 PM

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STEP 3 · HANDOFF

Booked or escalated

Routine work goes on the calendar with the full thread attached. Emergency keywords skip the chat and ring the on-call tech.

Emergency path

"Water coming through my ceiling" → flagged burst-pipe emergency at 9:12 PM.

☎ Called on-call tech Marcus · answered · ETA 40 min

Recovered this week

CALLER	MISSED	PROBLEM	STATUS
(901) 555-0184	Tue 2:47 PM	Sink leak, under cabinet	Booked Wed 8–10 AM
(901) 555-0292	Mon 9:12 PM	Burst pipe, ceiling	Emergency — dispatched
(662) 555-0117	Mon 12:31 PM	Water heater, no hot water	Booked Tue 1–3 PM
(901) 555-0233	Sun 4:05 PM	Toilet running	Texting — picking a time
(901) 555-0361	Sat 10:44 AM	No reply to 2 texts	Closed after 48 hrs

Rules in effect

Known contacts & recent customers	No text
New number, business hours	Text in ~30 sec
New number, after hours	Text + AM callback
Emergency keywords	Ring on-call tech
No reply	1 follow-up, then stop