

RRA

5 Scripts That Turn a Missed Call Into a Booked Job

A practical playbook for plumbers, HVAC techs, electricians, garage door companies, cleaners, roofers, appliance repair pros, and other home service operators.

Goal: give callers a clear next action before they hang up and call the next contractor.

Use these scripts as written, adapt them for your trade, or use them as the starting point for your Rapid Reply Agents AI receptionist script.

Before You Use the Scripts

Missed calls do not always mean poor service. Most good contractors miss calls because they are on a ladder, under a sink, driving, talking with a customer, or working after hours. The problem is that the caller may not wait.

The scripts below are designed to reduce uncertainty. Each one tells the caller what to leave, what happens next, and how to move the job forward.

Collect: name, phone, service address, problem, urgency, and preferred callback window.

Avoid: vague messages like "leave a message and we will call you back."

Keep: the tone plain, fast, and contractor-specific.

Script 1 - Better Voicemail Greeting

Use when: When you cannot answer and still want the caller to leave useful details.

Thanks for calling [Business Name]. We may be helping another customer right now. Please leave your name, best callback number, service address, and a quick description of what you need help with. If this is urgent, say "urgent" at the start of your message. We will follow up as soon as possible.

Why it works: It gives the caller a reason to leave the exact details you need instead of hanging up after the beep.

Script 2 - Missed Call Text-Back

Use when: When a call is missed and you want a fast text response before the lead goes cold.

Sorry we missed your call. This is [Business Name]. Reply with your name, service address, and what you need help with, and we will let you know the next available step.

Why it works: It makes the next action easy. The caller does not need to call again or explain everything from scratch.

Script 3 - Callback Opener

Use when: When you call back a missed caller and need to re-open the conversation quickly.

Hi, this is [Name] with [Business Name]. Sorry we missed you. Were you still looking for help with [service/problem] today?

Why it works: It gets straight to the buying moment. You are not just saying sorry - you are checking whether the job is still alive.

Script 4 - After-Hours Intake

Use when: When a customer calls at night, on weekends, or outside your normal schedule.

You have reached [Business Name]. We are currently closed, but we can still collect the details so we know how to help. Please leave your name, callback number, service address, what is going on, and whether this needs urgent attention.

Why it works: It creates coverage without pretending someone is physically dispatching after hours if that is not true.

Script 5 - AI Receptionist Intake

Use when: When an AI receptionist answers as backup and needs to collect clean lead details.

Thanks for calling [Business Name]. I can collect a few details and send them to the team. What is your name, the service address, and what do you need help with today?

Why it works: It is short, human-sounding, and gets the caller talking. From there, the AI can ask trade-specific follow-up questions.

Simple Setup Checklist

1	Update your voicemail greeting so callers know exactly what details to leave.
2	Create a missed-call text template you can send quickly from your phone.
3	Decide which calls need urgent response and which can wait until the next business window.
4	Write down the 5 to 7 fields every lead summary should include.
5	Decide when backup should step in: missed calls, busy line, after-hours, or full-time.

How Rapid Reply Agents Fits

Rapid Reply Agents builds AI receptionists that can use scripts like these when you cannot answer. You choose the coverage mode: missed calls, busy line, after-hours, or full-time. Your final receptionist should be reviewed and approved before launch.

Use the free live demo on the website to hear the voice experience, then review pricing when you are ready to have a custom receptionist built around your business.

Next step: visit RapidReplyAgents.com to hear the live demo and view pricing.

Disclaimer: These scripts are examples for planning and communication only. They do not guarantee leads, booked jobs, revenue, or specific compliance outcomes. Adapt them to your business, local requirements, and customer expectations.