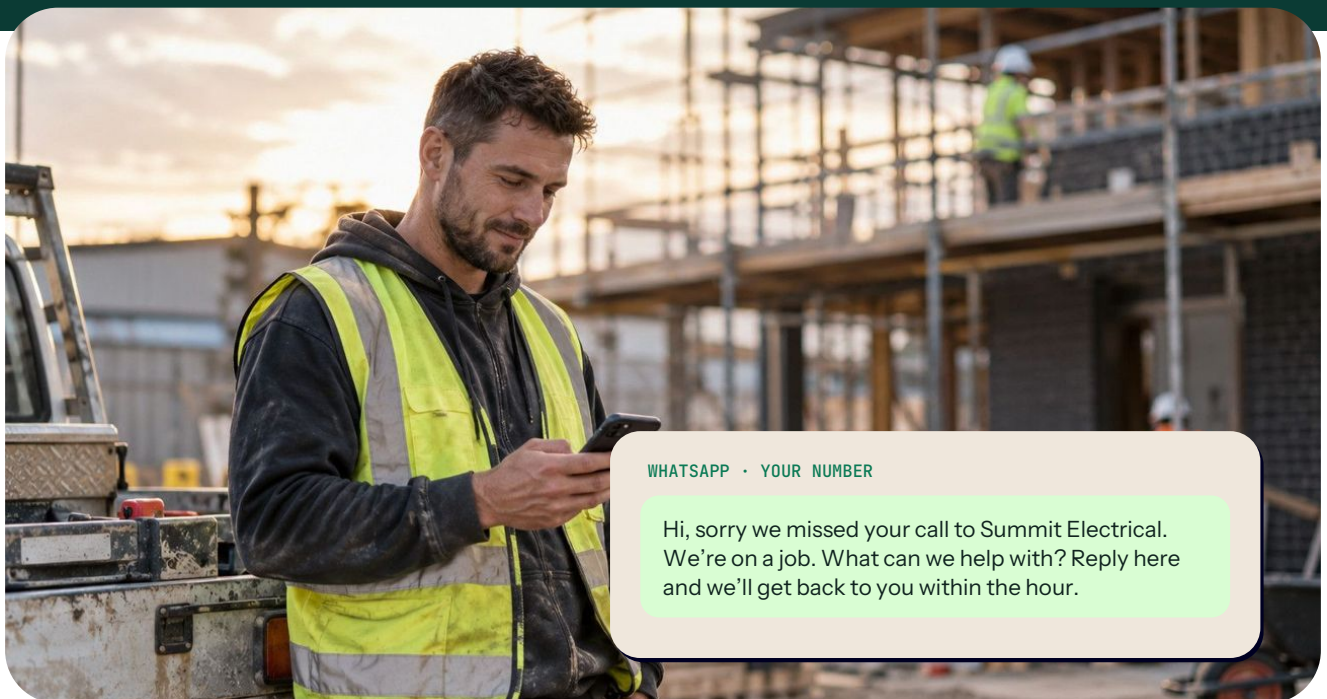


Never lose a customer to a missed call.

When you miss a call, send a WhatsApp message so the customer doesn't call the next business on the list.



INSIDE THIS GUIDE

- The moment and why it slips
- A sample conversation
- Message templates to adapt
- Node-by-node build
- How the journey works
- The data you need
- Example sheet
- What to measure

01

At a glance

TEAM

Sales

STARTS FROM

Zapier, Google Sheets

TRIGGER

Your phone system or call-tracking tool logs a missed call to a sheet or through Zapier.

GOAL

More missed calls turned into conversations and bookings.

STOPS WHEN

Reply received or one message sent.

LIKELY META CATEGORY

Utility. Meta confirms it when it reviews your template.

02

In practice

A missed call is often a customer moving on to the next business. An instant WhatsApp message saying you're on a job and will reply shortly keeps them with you, and they can explain what they need in writing.

03

The moment

THE MOMENT

You're on a job, your phone rings twice, and you can't answer.

WHY IT SLIPS TODAY

A missed call is often a lost customer. Voicemails go unheard until the evening.

WHAT CHANGES

More missed calls turned into conversations and bookings.

04

How the journey works

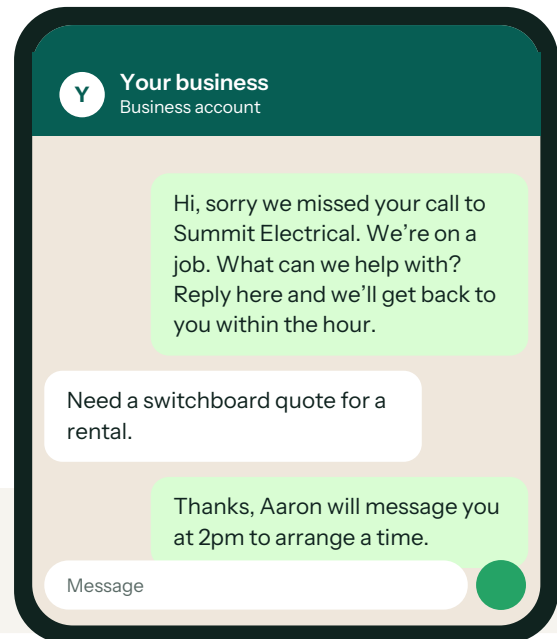
The steps on the left, and what your customer sees on the right.

Trigger: Your phone system or call-tracking tool logs a missed call to a sheet or through Zapier.

- 1 **Send**
“Sorry we missed you” with a way to continue by message.
- 2 **Notify**
Alert the team when they reply.
- 3 **Stop**
One message only.

Stops when

Reply received or one message sent.



A fictional example. Write templates in your own voice and get them approved by Meta.

05

Data you need

Each item is a column in your Google Sheet, a field from Zapier or a Shopify property. Only the WhatsApp number is required.

- Caller name (if known)
- Phone number
- Time of call
- Consent or existing relationship

06

Set it up in ConvoHut

- [] Check your phone system can log missed calls to a sheet or Zapier.
- [] Create a missed-call template.
- [] Set team notifications.
- [] Test by calling from another phone.

07

The message sequence

Example templates. {{variables}} are filled from your sheet or store. Submit each one to Meta for approval.

1. Within a minute of the missed call

UTILITY · missed_call_v1

Hi, sorry we missed your call to {{business}}. We're on a job right now. What can we help with? Reply here and we'll get back to you within the hour.

08

Example sheet

Only the phone column is required. Example data only.

phone	called_at	business	consent
+614... ..	Mon 10:14	Summit Electrical	existing customer
+614... ..	Mon 11:02	Summit Electrical	existing customer
+614... ..	Mon 13:40	Summit Electrical	existing customer

09

Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	Your phone system or call-tracking app logs missed calls through Zapier.
SEND MESSAGE	missed_call_v1	
WAIT FOR REPLY	Timeout: 2 hours	
NOTIFY ME	On reply	
END FLOW		

10

Branches

ON REPLY

The team is alerted with the caller's message.

ON TIMEOUT

Nothing more is sent. Call back if needed.

ON OPT-OUT

The contact leaves the journey and is excluded from future marketing messages.

11

Mistakes to avoid

- Messaging numbers you don't have permission to contact.
- Promising a callback time you can't keep.
- Sending more than one message.

12 Measure and improve

What to measure

- Missed calls followed up
- Replies
- Jobs or bookings from those replies

Good practice

- Keep it short and human.
- Say when they'll hear back.
- Only message numbers you're allowed to contact.

13 Variations to try

- Trades and home services
- Clinics and practices
- Real estate agencies
- Restaurants taking bookings

14 Questions

Can I message any number that calls me?

Business-initiated WhatsApp messages need the person's agreement to be contacted. Check your consent process and local rules before messaging callers.

What phone systems work?

Any that can log missed calls to Google Sheets or trigger a Zap.

15 Responsible messaging

Consent first

Only message people who have given you their WhatsApp number and agreed to hear from you. Include a clear way to opt out of marketing messages, honour opt-outs immediately and keep sensitive personal details (such as health information) out of messages.

16

Your next steps

1

Pick a journey

Choose the follow-up with the clearest goal for your business.

2

Connect your data

A Google Sheet, Zapier app or Shopify store. Only the phone number is required.

3

Go live in a week

Get templates approved, test with your own number and switch it on.

READY TO START?

Start your 7-day free trial

Free onboarding, training and Meta verification help on every plan. Connect your number in about 15 minutes.

dashboard.convohut.com · Book a demo: convohut.com/demo