



FREE GUIDE FOR NZ TRADIES

The Missed Call Playbook

Seven simple plays to stop losing jobs to the phone you could not answer — and turn every missed call into booked work.

THE PROBLEM

Every missed call is a job walking next door

You are up a ladder, under a sink, or driving between jobs. The phone rings. You cannot get to it. By the time you call back, they have already rung the next tradie on the list — and booked them.

It is not that customers are impatient. A person with a burst pipe or a dead hot water cylinder needs it sorted **now**. Whoever answers first, wins.

37%

of one-star reviews for local trades mention a call that was never returned. The fastest path to more five-star jobs is simply answering — or making sure something does.

The quick maths. Say you miss five calls a week and half were real jobs worth \$400 each. That is roughly **\$4,000 a month** walking out the door — from calls you never even knew came in.

The good news: you do not have to answer every call. You need a system that catches the ones you miss and books them for you. Here is the playbook.

How to never lose a lead to a missed call

1 Text back within 60 seconds

The golden window is under a minute. A quick text — "Hi, Dave here from Dave's Plumbing, sorry I missed you, what do you need?" — keeps the job with you while they are still deciding who to call.

2 Forward your phone properly

Set your carrier's no-answer divert and turn voicemail off, or the call goes to a message box instead of getting handled. On Spark, One NZ and 2degrees the code is **61*your number#.

3 Qualify before you quote

Get the job, the urgency, the suburb and the address up front. You waste no time on tyre-kickers and you turn up to the right job with the right van stock.

4 Offer real times, not phone tag

Do not say "I'll call you back to sort a time." Offer two slots that actually fit your day. Booking on the spot beats three days of missed calls both ways.

5 Confirm, then remind

Send a confirmation when they book and a reminder the day before. It is the cheapest way to kill no-shows and the wasted drive that comes with them.

6 Ask for the review on site

The best time to ask for a Google review is while you are packing up and they are happy. A one-tap link sent the moment you finish gets you far more stars than chasing later.

7 Catch email and web enquiries too

Missed calls are not the only leak. Website form and email enquiries go stale in an inbox. Funnel them into the same list as your calls so nothing slips.

DO IT IN 10 MINUTES

Your go-live checklist

- ☐ Turn voicemail off and set your no-answer call divert.
- ☐ Write a friendly text-back that names your business.
- ☐ Decide the four things to always ask: job, urgency, suburb, address.
- ☐ Have two real time slots ready to offer, not "I'll call back."
- ☐ Set a confirmation and a day-before reminder.
- ☐ Get your Google review link ready to send on site.
- ☐ Forward your website form and email enquiries to one place.

Do not want to do all this by hand?

Swoopd does the whole playbook for you, automatically. It catches every missed call, texts the customer back in seconds on WhatsApp, qualifies the job, offers real times and books it into your calendar — while you are still on the tools. It catches your email and web enquiries too.

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