

Missed Call Textback

How to set up an AI appointment-booking bot in GoHighLevel that follows up every missed call — automatically.

Why This Matters

Every missed call is a potential job walking out the door. This workflow fires an AI-powered SMS within 60 seconds of a missed call, qualifies the lead, and books an inspection — all without you lifting a finger.

Step-by-Step Build

1 Open GoHighLevel Automations
Go to Automations → Create Workflow → Select from Template → Missed Call Textback.

2 Set the Trigger
Use Missed Call as your primary trigger. You can also add Incoming Lead via Facebook Ads as a second trigger to cover paid traffic.

3 Add a Wait Step
Insert a Wait step before the first action:

- Type: Time Delay
- Duration: 1 minute
- This prevents the SMS from firing before the call even ends.

4 Assign to User (Optional)
If you have multiple team members, add an Assign to User step so the lead is routed correctly before any actions fire.

5 Add Contact Tag
Tag the contact as Missed Call. This keeps your pipeline clean and lets you filter and report on missed call leads later.

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Delete the Default SMS

Remove the default SMS action that comes with the template — you'll replace it with the AI bot in the next step.

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Add the Appointment Booking Conversation AI Bot

Add the Appointment Booking Conversation AI Bot action. Then configure:

- Timeout: 24 hours
- Channel: SMS
- Open Advanced Bot Configurations to set your Personality, Additional Instructions, and Question fields (see prompts below).

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Write Your AI Personality (300 words or less)

Paste your bot's personality into an AI tool (Claude, ChatGPT) using this prompt to generate it:

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"Replace this personality in the conversation AI on GoHighLevel with an AI agent representing [Company Name], a [company type] in [area] engineered to book appointments for quotes. 300 words or less. Make sure to collect: name, address, phone number, and email. Do the same for Additional Instructions."
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Add Internal Notifications on All Branches

The bot has three outcome branches: Appointment Was Booked, Appointment Not Booked, and Time Out. Add an Internal Notification action on each branch so you always know what happened.

- Use Email (free) instead of SMS for internal notifications to keep costs down.
- Include contact name, phone, and appointment time in the message body using GHL custom values.

Pro Tips

Speed is everything. The 1-minute delay is intentional — respond too fast and it feels robotic. Wait longer than 5 minutes and conversion drops sharply.

FREE GUIDE

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Use a local area code. A local Bay Area number (510, 415, 408) dramatically improves open and reply rates vs. a toll-free number.

Complete A2P 10DLC registration first. SMS won't deliver reliably until your number is registered. Do this in GHG under Phone Numbers → A2P Registration before going live.

Test every branch. Trigger the workflow manually and walk through all three bot outcomes (booked, not booked, timeout) to confirm your notifications fire correctly.

Want Us To Build This For You?

We'll set up your entire Missed Call Textback workflow — AI bot, automations, internal notifications, and calendar booking — done for you.

\$97/mo

Same cost as GoHighLevel itself.

Includes: Full workflow build · AI personality setup · Calendar integration · Internal notification configuration · Ongoing support

+ A2P 10DLC registration fees · phone number cost · SMS usage charges (carrier pass-through)

Book a free call at aiprofitco.org