



Missed Calls Into Booked Appointments

A missed call to text booking system built for an auto repair shop.

AI + BOOKING

CASE STUDY

Turning Missed Calls Into Booked Appointments for an Auto Repair Shop

How I built a system that texts a caller back within seconds of a missed call, then has a real conversation with them by text, finds out what their car needs, and books the appointment straight onto the shop's calendar.

The situation

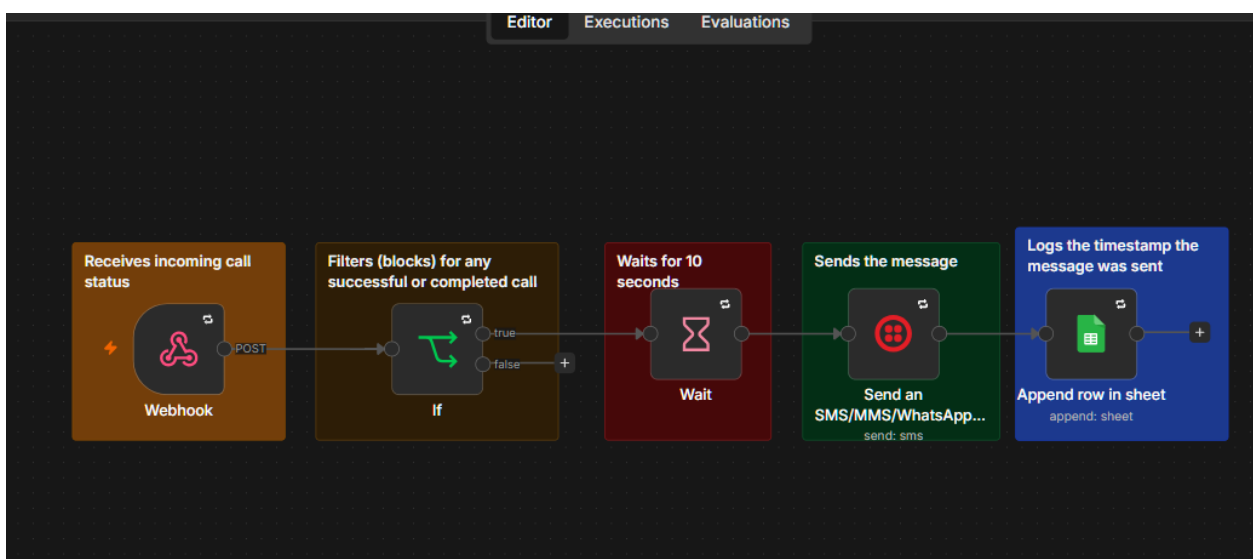
Viking Auto Repair is a working mechanic shop. The phone rings constantly, and the people who could answer it are usually under a car, not standing next to it. Every missed call was a customer who, more often than not, just rang the next garage on the list instead of waiting for a call back. There was no way to catch that business without someone free to answer the phone every single time it rang.

What I built

A system in two parts. The first catches every single missed call the moment it happens and texts the caller straight away. The second takes over that text conversation, finds out what the customer actually needs, and books them straight onto the shop's real calendar, without anyone at the shop having to stop what they are doing.

Catching the call before the customer moves on

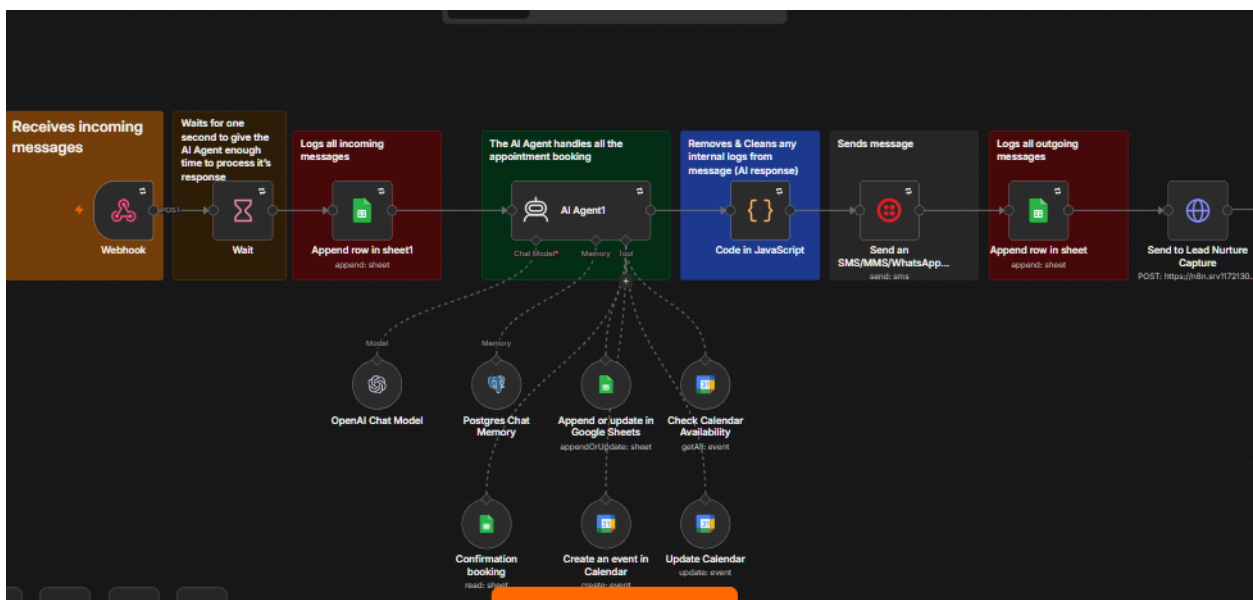
The moment a call goes unanswered, whether it was missed, busy, failed, or simply never picked up, the system knows instantly. It waits a few seconds for the call to fully end, then sends a text from the shop's own number apologising for missing them and asking how they can help. Every one of these is logged, so there is a full record of who called and when.



The system that catches a missed call and replies within seconds, live and running for Viking Auto Repair.

A real conversation, not just an auto reply

Once the customer replies, the system takes over the conversation properly. It asks what is wrong with the car, whether that is a strange noise, an oil change, or something more serious, and responds like someone who has actually listened, not a script. Before it ever books anything, it makes sure it has the customer's name, vehicle, and registration.



The full conversation and booking system, live and running for Viking Auto Repair.

Nothing booked that is not actually free

Before it offers a time or books anything, the system checks the shop's real, live calendar. It never guesses and never relies on what was said earlier in the conversation, because a slot that was open five minutes ago might not be open now. The customer is offered genuinely available times, and the appointment only goes onto the calendar once they have confirmed one.

Every booking confirmed and logged automatically

Once an appointment is set, the customer gets the date, time, and location straight back by text, no separate confirmation link or follow up needed. The booking, along with the customer's details, is logged automatically, and every message in and out of the conversation is kept on record too.

No missed call is ever a dead end

Even if a caller does not book on the spot, they are still captured as a lead and fed into the shop's wider follow up system. A missed call is never just left to disappear.

What it actually changed for the shop

- Every missed call gets a reply within seconds, instead of the customer moving on to the next garage.
- Customers can sort out an appointment entirely by text, without ever needing to call back.
- Appointments only ever land on real, open slots, so double bookings do not happen.

- Every conversation and every booking is logged automatically, with nothing relying on memory.
- A missed call that does not turn into an instant booking still becomes a captured lead, not a lost one.