

Service Description — Missed-Call Text-Back line

Appendix A to the Cavora Reseller Agreement · what every \$79/month wholesale line includes · Cavora Systems, Victoria, BC

1. MISSED-CALL RECOVERY

When a call to the business's line goes unanswered, the caller receives a text within seconds, in the business's name, inviting them to reply with what they need. Their reply is relayed to the owner's cell immediately. Repeat callers within four hours are not re-texted.

2. SMART VOICEMAIL

Unanswered calls can also leave a voicemail. The recording is transcribed and the transcript, with a link to the audio, is texted to the owner.

3. WEBSITE-FORM AND LEAD-EMAIL RESPONSE

A lead that arrives by typing rather than calling — a website contact form, or an emailed lead from a lead service such as Angi or HomeAdvisor — is handled the same way: the customer is texted from the business's line within seconds of the lead arriving, the owner is texted the lead (name, number, details), and if the customer does not reply, two follow-up texts go out automatically: one hour later and the next morning. Any reply from the customer stops the follow-ups and is relayed to the owner. For email leads the business adds one forwarding rule in its inbox at onboarding (Cavora sends the owner the two-minute steps by email); for website forms Cavora supplies a hosted form page or a form endpoint for the business's existing site.

4. OWNER NOTIFICATIONS

Every missed call, voicemail, lead, and customer reply reaches the owner's cell by text as it happens. Alerts carry the customer's number so the owner can call back in one tap.

5. MONTHLY REPORT

Once a month the business receives a one-page summary: calls missed and recovered, voicemails captured, leads received and responded to, and (where applicable) estimates booked and reviews earned. The report carries the Reseller's name and logo.

6. WHAT CAVORA PROVIDES AND RUNS

A dedicated local phone number for the business; configuration in the business's name; carrier texting registration where required (US A2P 10DLC — Cavora files and pays for it); delivery monitoring with failed sends flagged to Cavora automatically; and all technical support by email and text, with issues reported during business hours addressed by the end of that business day. Canadian lines are live within one business day of intake; US lines go live when the carriers approve the registration, typically one to seven business days.

6A. FAIR USE

Each line includes 1,000 outbound texts per calendar month, which covers a busy plumbing business several times over. Past that, texts are billed at \$0.03 each. The first text to any customer always goes out; follow-up texts pause for the rest of the month on a line that has passed its allowance, and Cavora notifies the Reseller.

7. NOT INCLUDED AT THIS TIER

Review-request texts after completed jobs (Capture Bundle, \$130 wholesale) and 24/7 live call answering with booking (Reception, \$249 wholesale). Both are available on the same line as upgrades at any time.

8. CONSENT AND OPT-OUT

Texts are sent only to people who have first contacted the business (by calling, by submitting a form, or through a lead service), in reply to that contact. Every recipient can stop texts at any time by replying STOP, which is honoured automatically. The hosted form page states that submitting it authorises the business to text them about their request.

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