LOCAL STORIES | BUSINESS | COMMUNITY

The New Braunfels Wire

New Braunfels, Texas November 1, 2026

SPONSORED FEATURE | SurfLocal.biz

In New Braunfels, Keep the Business Call Trail Together

A busy day can scatter customer conversations across calls, texts and follow-ups. SurfLocal Phone brings business communications into a private workspace, with tools for records, requests and configured AI available across SurfLocal's offerings.



By Caleb Hayes

For a small business, customer conversations rarely arrive in neat batches. A call may come in while someone is helping another customer; a text may need a reply later; an appointment request may need review before it is confirmed. The practical challenge is keeping those details together so the business can follow up.

SurfLocal Phone is designed for that kind of communication flow. It provides a dedicated business number for calling and texting, along with live transfers, voicemail, caller profiles and history, sales leads, and appointment requests. Supported communications and recordings can be saved in a private Communications Library. Appointment requests are reviewed and managed by the business, so the request itself isn't the same as a confirmed booking.

That can offer a more organized place to return to a customer conversation than relying on memory alone. For example, a business could revisit a caller's history while preparing a follow-up, or check an appointment request when it has time to manage the schedule. Those are possible uses of the listed features, not a promise of a particular business result.

SurfLocal also describes Office tools for customer and lead records, estimates, invoices, payroll-related records, documents, email and web tools. Its customized AI can use approved business information to answer questions, handle intake, qualify leads and support configured workflows. Deeper actions depend on how the business configures the AI and which systems it connects. SurfLocal offers a free one-hour AI workflow assessment for businesses exploring where customized AI may fit.

These offerings address different parts of day-to-day operations; check with SurfLocal about the setup and options that fit your business. The signup page lists SurfLocal Phone at $299 setup and $69 per month. That listed Phone price should not be taken as pricing for Office or customized AI.

For New Braunfels business owners considering a more organized way to handle calls and follow-ups, start with SurfLocal's signup page at https://www.surflocal.biz/start.php, or contact the company at (806) 484-1156 or contact@surflocal.biz.

Product information:
https://www.surflocal.biz/phone.php ;
https://www.surflocal.biz/office.php ;
https://www.surflocal.biz/ai.php ;
https://www.surflocal.biz/start.php