

## CASE STUDY



# How This HVAC Company Turned Overflow Calls Into Booked Jobs

## Summary

Travis Bennett, owner of American Comfort Services and a Housecall Pro user, used Housecall Pro Assist for overflow, after-hours, and weekend coverage. Live staff answered during the day; Housecall Pro Assist took over nights and weekends. As call volume grew, that setup stopped converting. The service was expensive, charging by the minute, and during slow season, it was hard to justify the cost.

## The Problem

With Travis' CSR leaving the office at 5 o'clock, he struggled with calls being answered but not booked after hours. Agents often ignored same-night capacity, even with techs in the field, and offered customers next-day bookings. Customers who wanted help that night would just hang up and call his competitor.

The agents answering the calls were inconsistent. Often, they quoted the wrong service fee; they were hit-or-miss on capturing information like the age of their system. They also sometimes booked the job three days out.

With having no visibility into successful bookings and only being notified if a call couldn't be scheduled, Travis decided to look for a new solution. Travis was too busy to take every call himself anymore, but trusting the answering service was costing him customers.

## The Plan

After attending Ignite, Praxis S-10's annual meeting, Travis decided to explore using an AI receptionist. His plan was to replace Housecall Pro Assist with AI to handle overflow and after hours. Once Travis signed on with Free2Grow, he and his team worked closely with his dedicated CSM at Free2Grow to set up the scripting and call flow to mimic the CSR that he had on staff, naming her Anna. Travis and his team tested the AI for about two weeks and then decided to turn on Anna. They continued for a few weeks to make small tweaks to the AI, but it was fully functioning within the first sixty days.

## Outcome & Results

The results were tangible almost immediately. With Free2Grow, Travis finally had 24/7 coverage that answered calls, captured the right information, and booked jobs. When a call doesn't book, Travis gets an immediate notification with the caller's name, number, and a full problem description.

Within the first two months, Travis had booked over 100 jobs and had a 98.2% viable call success rate.

He no longer had to worry about losing jobs to his competitors or feeling like the advertising dollars he spent were going down the drain. Travis now has a reliable service in place.



## The Best Part

You can have a similar story. If you want to hear our AI voice in real time, call (757) 550-3534 and test it out for yourself.

Never miss a call again with our AI voice, trusted by 100K+ callers and counting.