

## CASE STUDY

# Big Mountain Heating & Air **Cuts Missed Calls** with AI Voice Assistant



## About the Client

Big Mountain Heating & Air is an HVAC company that serves Sacramento, CA and the surrounding areas. Their services include new AC installation to emergency furnace services, window replacement, solar panel installation, and more.

## Summary

Big Mountain Heating & Air in Sacramento was unhappy with their contact center and needed a reliable overflow and after-hours coverage solution fast. Too many calls went unanswered, and a poorly monitored voicemail was costing them opportunities.

## Goals and Objectives

By adopting Free2Grow's AI Voice Agent and Scheduling Assistant, the team aimed to answer every call their staff couldn't, ensure reliable after-hours coverage, and book directly into ServiceTitan. With direct ServiceTitan integration, they also set out to capture call data previously missed—lead source, contact details, and job specifics—right in their CRM.

## The Plan

Big Mountain Heating & Air moved fast. They chose their AI voice agent, "Kari," and after the first onboarding call, began configuring scripts to capture required call data and handle overflow and after-hours. They integrated Kari with ServiceTitan to answer and book immediately. Within two weeks, they were fully operational.

## Outcome & Results

With Free2Grow, Big Mountain Heating & Air now answers every call by a live CSR or "Kari," their AI Voice Agent. The immediate impact has been a higher booking consistency, every call gets answered, rich call data auto-captured in ServiceTitan (transcripts, concerns, access codes, equipment age, key details), and clear lead-source tracking for smarter marketing. After-hours coverage is seamless, and Kari is now an integral part of the team.



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.