

How Carter & Sons Turned After-Hours Calls into Booked Revenue



Summary

Carter & Son's wasn't necessarily looking for an AI solution. But they were looking for a better option than their current after-hours call center. They had used the same call center for 15 years, but after COVID, they began offshoring staff, which made the business feel less like a family operation. The call center billed by the minute but calculated costs down to the second, which pushed CSRs to rush through calls. As a result, they often failed to capture accurate information, leading to incorrect phone numbers and misspelled names. Free2Grow connected with John, the owner of Carter & Son's, at exactly the right time. Two years later, he hasn't looked back.

The Problem

Carter & Sons had built their reputation on empathy, patience, and genuine service. What they were getting was an offshore call center racing through scripts, capturing incomplete data, and never actually booking jobs. They were losing after-hours, holiday, and weekend calls, which was a lot of missed revenue, and the workaround was burning out the team. The Owner, John Carter, needed every call booked, not just captured, without an after-hours rotation.

The Plan

Carter & Son's comes up with a yearly theme that they adopt to better the business. This particular year was a tech-forward culture. They wanted to start slow, developing a script that really matched their company brand and constantly refining it until it sounded better than one of their CSR's. John's goal was to have it fully operational within 12 months. He worked very closely with the dedicated CSM assigned to his team.

"We weren't looking to replace a dispatcher. We were looking to add depth to our ability to capture calls and actually book those calls", says John Carter, owner of Carter & Sons.

Outcome & Results

With Free2Grow's integration with ServiceTitan, calls are booked in real time, not logged as leads to follow up on later. The moment a call ends, the team gets a text summary on their phone: new or existing customer, reason for the call, whether an appointment was scheduled, and exactly what needs to happen next. The team can now go to dinner without their laptops, and if a call comes through after hours, they can easily review it on their phones.

Data accuracy improved just as dramatically. Phone numbers are captured directly from incoming call data, and customer records sync automatically with ServiceTitan. Misspelled names, incorrect addresses, and transposed digits are eliminated. Language barriers are no longer an issue. Most customers never realize they aren't speaking with a real person.

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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.**



With Free2Grow, we're able to book more calls rather than just acquire more opportunities.

As a business owner, that's what you're looking for — booked calls. Booked calls create revenue opportunities. Not just an opportunity that comes in over the phone that you may or may not actually be able to book.

— John Carter, Owner

