

CASE STUDY

The Hidden Cost of a Short-Staffed Day



Summary

Francisco Pastor, owner of Climaster Heating & Air Conditioning, is a hands-on owner who wants to answer every incoming call. When you are out in the field or working in an attic, it's nearly impossible to answer every call. When Francisco would return a missed call, he would hear the same thing — "We called someone else, thanks." This was costing him a minimum of \$99 each time, but it could be hundreds, if not thousands, of dollars. A friend suggested he start looking at AI solutions, so Francisco began doing his homework.

The Problem

Every missed call at Climaster HVAC carries a price tag — and Francisco knew exactly what it was. Running a lean two-tech operation made it nearly impossible to guarantee that every call would be answered during business hours, let alone in the evenings or on weekends. He tried an after-hours answering service for a while, but it wasn't the same as having an employee on staff answer. It was always a different person answering the call, and someone who didn't really understand his business. It just wasn't effective and was very costly.

The Plan

Francisco didn't pick the first solution he found. He researched what his competitors were doing and reviewed several AI answering solutions that could integrate with Housecall Pro.

Free2Grow stood out not only because it was the most realistic solution he found, but also because he would be assigned a dedicated onboarding specialist and a CSM. To him, Free2Grow was able to set the tone and pace to match the voice my customers are used to hearing when answering the phones.

Once he selected Free2Grow, Francisco approached the rollout deliberately, starting with after-hours and holiday coverage. Working closely with his CSM, Jess, he refined the AI script based on real customer feedback, trimming it down to be shorter, more direct, and focused on capturing customer information even when a booking didn't happen on the first call.

That's how Kelly was born.

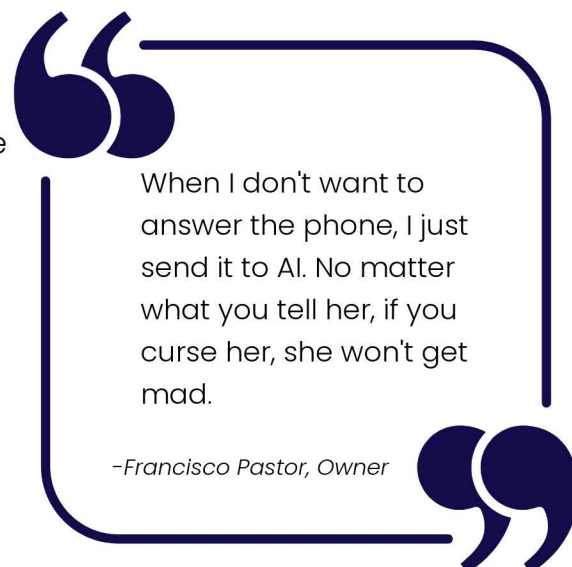
Kelly, Francisco's name for his AI Agent, was onboarded within three days and said she was fully up to speed within one month. This was all due to Jessica guiding Francisco through setup and resolving technical issues as they came up. Francisco also made a deliberate decision to keep technical calls off his plate entirely, configuring Kelly to let customers know a team member would follow up rather than transferring calls to him in the field.

Outcome & Results

The results were tangible almost immediately. Using Free2Grow, Climaster's booking rate increased over 20% and gave Francisco the operational freedom to stay focused on fieldwork without being interrupted by the phone. "If the caller doesn't book, 50% of the time I am able to recover revenue that otherwise would have been lost if I didn't have the AI in place."

Beyond the numbers, Kelly became a strategic tool. Francisco uses call recordings to assess customers' tone and temperature before calling them back, allowing him to show up to every conversation better prepared and more empathetic.

\$500 a month. No benefits, no sick leave, no turnover. You can't hire any employee for that. Francisco considers Free2Grow one of the most cost-effective decisions he's made in his 14 years in the industry, and one he recommends without hesitation to fellow contractors.



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.