

CASE STUDY

From Missed Calls to Overnight Wins



Summary

Mitchell Wilhelm, owner of Knock Knock, was looking for AI solutions when he received an email from Praxis S-10 about Free2Grow. As the sole person handling calls, he struggled to answer after-hours inquiries while putting his daughter to bed, and he watched revenue slip away.

Hiring a CSR wouldn't fix the issue—the CSR would log off by 4:00 or 5:00 p.m., leaving no coverage afterward. Mitchell knew that if he could get an AI receptionist, at the bare minimum, it could take the edge off 24 hours a day.

The Problem

Mitchell previously used another AI voice. Unfortunately, the AI didn't integrate well with ServiceTitan, so seeing his schedule was a big problem. Mitchell also struggled to balance answering calls with consistent outbound outreach. As he described it, he was "the world's worst outbounder," often making only one attempt to reach customers and failing to continue to follow up.

His key requirements were straightforward: no long-term contracts, a trustworthy partner, and a competent product.

The Plan

After evaluating several AI options, Mitchell selected Free2Grow because it met his three non-negotiables: no long-term contracts, a team he felt he could trust, and a product that integrated cleanly with ServiceTitan.

Mitchell worked with his dedicated Customer Success Manager, Jessica, to get the AI (named "Riley") live in about two weeks.

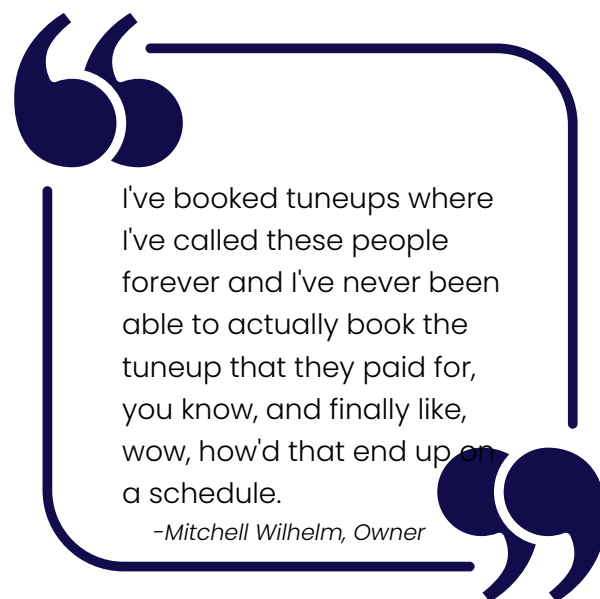
His first step was to set up outbound. He wanted to book multiple calls from his own CRM (ServiceTitan) since he wasn't properly staffed to do so with a live CSR. He knew they'd at least generate some kind of call without having to leverage marketing spend. At the same time, he wanted the AI Voice answering side set up so that if he couldn't pick up the phone, it could book a job, or if they didn't book, he could at least call them back and get them booked. By the time he could call them back, he would have a list of all their problems. The biggest thing was he wanted to enjoy bedtime with his daughter without any stress.

Lastly, meeting the team (Charlie, Erin, and Jordy) in person after his initial demo helped build trust that, if he had any issues, he would be taken care of.

Outcome & Results

Since implementing Free to Grow, Mitchell has gained a reliable 24/7 employee who works around the clock, can book calls, and answer questions. Riley, his AI receptionist, now not only books tuneups where he's called these people forever but has never actually been able to book the tuneup they paid for, but can answer and book calls directly into ServiceTitan.

Mitchell can now enjoy bedtime with his daughter and no longer stress about being present and in the moment with her. Recently, Riley, his AI receptionist, answered a call around 5 am. The call was a "no cool" call. Riley booked the job immediately, resulting in a \$19,000 job that day.



He went from a not-very-profitable March to booking many tune-ups in April. After implementing Free2Grow, Knock Knock had a strong April. "I mean it's a very relative thing in this industry when we're talking about doing really well in April, but like you know, it was it was a good month, and it was just because we we stayed moving. We kept busy. We kept things on the schedule."

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.