

## From Empty Mornings to Full Dispatch Boards



### Summary

Laney's Inc., a ServiceTitan user, is a plumbing, heating, and electrical contractor based in Fargo, ND. They have 110 employees with 65-70 trucks on the road.

Laney's had a local, reliable answering service for after-hours calls for many years. After the company was sold to a company outside the Fargo area, they noticed the quality went downhill. They began looking for other providers, and the one they ultimately settled with was good for the first year, but in the second year, their attention to the account started to slip. The quality of incoming calls declined sharply.

### The Problem

After their longtime local answering service was acquired and quality slipped, Laney's cycled through providers. They started experiencing issues like plumbing calls going to the wrong technician, hold times exceeding 20 minutes, and some calls went unanswered. Overnight volume dropped sharply (sometimes to two calls or none). Extreme Fargo weather made per-minute billing unsustainable. Empty mornings were the final straw.

### The Plan

Being a long-time member of Nexstar Network, Troy Salonen, VP of Service Operations reached out to them for suggestions. They looked at several options but ultimately chose Free2Grow for several reasons: ServiceTitan Integration, bot quality, feedback from current customers about their experience with customer support, and the flat pricing model. With extreme weather spikes, it was important to find an affordable solution that wouldn't charge Laney's by the minute.

Troy and his team began the process and met with his dedicated CSM to build the script and knowledge base. His CSM created a form with a lot of requested information, making it easy for him to fill out and start the onboarding process.

During the testing phase, there was definitely some tweaking that needed to be done. You aren't able to think of every question that could come up with a customer, so when a customer would call in and the bot wouldn't know how to answer the call, they'd go back in with their CSM's help and tweak their script.

## Outcome & Results

Initially, Laney's wanted to use Free2Grow for after-hours. When they first went live, they saw a huge uptick in call volume. The count went from 0-2 to 15 calls. Troy was able to view who called in and didn't book, and quickly the next morning call them back and get them scheduled. There were no more disconnected calls.

Today, Laney's uses Free2Grow for overflow calls as well. Their call center manager noticed that after using Free2Grow for overflow calls during the day, the calls the CSRs handled were better, instead of them worrying about the phone lines blinking and rushing through the call.

The CSRs were now asking all the right questions and getting the right information. They knew Anna was helping out with the overflow.



## The Best Part

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