

AVG RESPONSE TIME

28 sec

down from 3h 40m

ANSWERED UNDER 5 MIN

97%

▲ from 41%

JOBS BOOKED

63

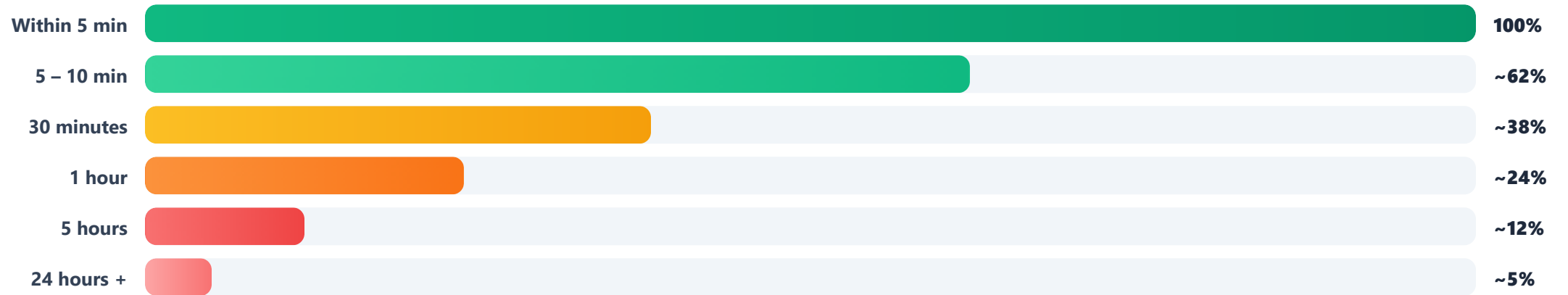
same ad spend

AFTER-HOURS COVERED

100%

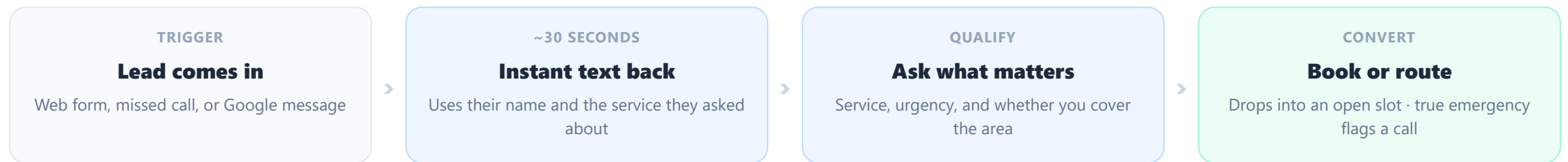
nights & weekends

ODDS OF REACHING A NEW LEAD BY HOW FAST YOU RESPOND



Relative odds of connecting with a lead, indexed to the first-five-minutes response. Directional, based on published lead-response research.

THE AUTOMATED FIRST-RESPONSE FLOW — EVERY LEAD, ANY HOUR



✗ Manual follow-up

- ✗ Replies in hours, once someone's free between jobs
- ✗ Nights and weekends go to voicemail
- ✗ The lead calls around while they wait
- ✗ Second to respond means second to lose

✓ Automated follow-up

- ✓ Replies in seconds, every time, at any hour
- ✓ Qualifies and books before they shop
- ✓ Follows up once or twice, then stops
- ✓ Your team gets a set appointment, not a cold form