



Home Services Contact Center Sets *67% More* Appointments

Outbound contact centers are growth engines for many home services companies. Or at least they're meant to be.

But without the right technology, too many operations fail to live up to their potential. To reach more potential customers, they need automation, intelligent number management, and speed, or they risk falling behind their competitors.



Results after *switching to Convoso*

67%

Increase in appointment set rates

33%

Increase in contact rates

Reduced

Speed to lead from over 2 minutes to seconds

Successful

Data-driven strategies with Convoso's state-of-the-art configurability

Automated

Compliance support for multi-state dialing campaigns



Our customer is a regional home improvement leader with two large call centers. The director shared the story of a transformational shift in the way they contact leads and set appointments after switching their operation to the Convoso platform. Through automation and optimization they increased their contact rates and doubled appointment sets.

“Convoso has really been a game-changer for us as a company, in terms of how much our agents can output to our teams [in the field]. We’re seeing levels of appointments and demos that we’ve never seen before.”



Their *challenges*

- Slow speed to lead in competitive industry
- Low contact rates
- Inefficient dialing strategies
- Lack of data insights into calling practices

Our *solution*

- <5 second speed to lead
- Granular, automated
- Comprehensive caller ID reputation management
- Dedicated customer support team
- StateTracker™ tool for Mini-TCPA compliance

The *result*

- 67% increase in appointment set rates
- 33% increase in contact rates
- Average speed to lead reduced from over 2 minutes to just seconds
- State-of-the-art configurability unlocks successful data-driven strategies
- Built-in compliance guardrails for multi-state dialing campaigns



Manual Dialing Leaves Company Behind Competition

When the company first approached Convoso, they described their call center situation in this way:

Your business is regularly adding around 12,000 new leads. You have 40 agents whose goal is to get those leads on the phone and set an appointment for a home improvement service. But these agents are **manually dialing** each and every one of those numbers.

No matter how fast the agents dial through their lists, there's no way they are going to be fast enough to be efficient and effective.

In the home services industry, where leads are hotly contested, this company's agents couldn't reach their leads fast enough. According to the call center director, **their contact rates were "abysmal"**.

In fact, competitors had often already set an appointment before the agents called.

And speed wasn't the only issue. A manual dialing process leaves little room for strategy and optimization. All the team could do was dial and dial and dial, fueling Spam Likely labels and frustration for both leads and agents.

Choosing Convoso Over Five9

The home improvement contact center realized they needed a better dialing solution—but which one? They narrowed their search down to Convoso and Five9.

Ultimately, they chose Convoso because of the platform's superior speed-to-lead and configurability.

It didn't take long for the team to feel the impact of their new solution. Switching to a powerful predictive dialer brought a new energy to the sales floor: **agents were talking to more people, setting more appointments, driving more demos, and making more money.**

After just six months with the platform, the director said that he had to ask himself, "Are my KPIs too low?" With agents setting new records across metrics, such as hours per set and hours per demo, he needed to set the team's sights on much higher goals.

"We've had a really tremendous few months—some of the best that the company's ever had—and we could not do it without Convoso as our dialer."



Strategic Lead Management Drives *Two-Thirds More* Appointment Sets

With a focus on optimized strategies, the team began driving unprecedented performance, with agents setting 67% more appointments — all while increasing agent time by only 9% YoY.

“Convoso is really state-of-the-art in terms of how you approach strategy on a daily basis,” the director shared.

With Convoso, he adjusts dialing levels based on wait times to maximize agent productivity, while recycling and moving leads between lists based on a wide variety of statuses to maximize their value.

Since switching to Convoso, the team has achieved massive improvements in speed-to-lead.

Previously, new leads went uncalled for several minutes or more. Now the team automatically prioritizes the warmest, ready-to-convert leads, **initiating calls within a few seconds**. To avoid overdialing customers, they utilize the platform’s workflow automation to enable data-driven dialing cadences.



67%

more appointments set

“I’ve been on RingCentral, and I’ve been on Cisco and a couple of others. Sometimes when you get a dialer, it’s ‘out of the box.’ What you get is what you get... With Convoso, you can build a campaign the way you want to build it... There’s a lot of different things you can do with the configuration to help you **strategize and win the day.**”



Managing Caller IDs and Reputation

Convoso's caller ID reputation management has revolutionized the way this home services company manages the 1,200 DIDs they use across different markets, by identifying issues with flagged DIDs and automatically remediating them, eliminating tedious manual work and saving manager time.

The team experienced a 33% increase in contact rates—particularly for their freshest leads—which increased from 12% to up to 16%. They also gained strategic insights to further optimize contact rates and lead management.

“What I love about this capability with Convoso is that, in real time, they’re catching the flagged or spam likely

DIDs,” the director explained. **“I don’t think any other platforms like Convoso are at this level of DID management.”**

Fresh Leads Contact Rate

With Caller
ID Reputation
Management

16%

Without Caller
ID Reputation
Management

12%

Granular Data Supports Experimentation and Innovation

Whether using performance metrics for mid-campaign adjustments, sharing updates with leadership or identifying opportunities for coaching, detailed real-time insights help the team make data-driven decisions that continue to fuel revenue growth.

“Reporting is so easy to do with Convoso,” the director shared.

Convoso's configurability enables management to tailor reports and campaigns to meet the specific business needs of their home improvement marketing operation. They build customized campaigns with their lists, assign agents, and prioritize based on the age of the leads.

“There’s a lot of different things you can do with the configuration to help you strategize and win the day.”

The call center director said he loved how quickly he can get to information about their lead aggregators,

find out what statuses those leads are in, and how quickly they’re calling those leads. “I can get that in seconds with Convoso.”

With access to real-time data, it’s easier than ever for the team to test new approaches and make positive changes.

“We love data. It’s one of our key principles here, that data and facts set you free from emotion. And Convoso helps us do that.”

“It’s really important to understand how powerful the configurability of this dialer is.”



Call Center Compliance *Leadership*

The call center director told us his job isn't just to keep agents fed with a steady supply of leads. It's also "to keep the company out of hot water."

When it comes to the everchanging regulatory landscape for outbound dialing, built-in compliance guardrails are essential to mitigating legal and financial risk.

Dialing leads across multiple states, as this company does, meant an added level of caution. The home improvement telemarketing team implemented Convoso's StateTracker™, which automates

adherence with each state's unique calling restrictions, reducing the risk of human error, and supporting safer dialing practices.

"I really feel like one of the things that sets Convoso apart is that they're looking out for their customers."

Convoso's *Unmatched* Support

Convoso has been an indispensable partner in helping this regional home services leader optimize campaigns to generate more leads and set more appointments for their field teams.

The director noted that they received top notch onboarding and continued proactive support from Convoso's award-winning frontline support and customer success teams.

"The level of personalized attention and assistance Convoso provides is unparalleled," he said.

"Your support is second to none. If I was going to say what you truly excel at, it's support."

Get *more* results for *your* *contact center*

About Convoso

Convoso is a leading AI-powered contact center platform purpose-built for revenue teams since 2006. Customers consistently drive significant growth, increased efficiency, and a strong ROI.

The Convoso system works best with 20 or more seats, and scales efficiently to over 1000 seats to meet enterprise level requirements.

See for yourself how Convoso can boost the productivity of your contact center.

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