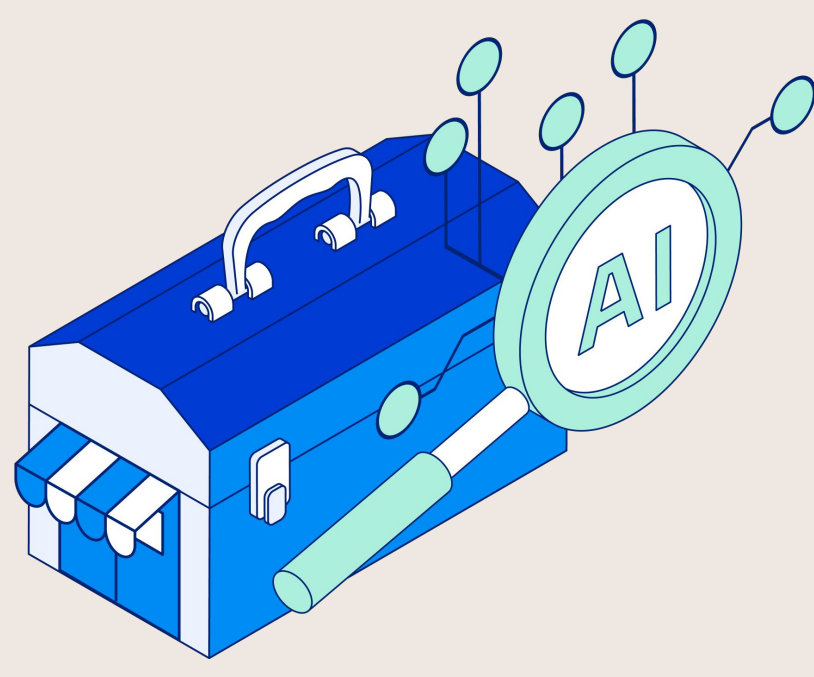


5 Ways CallRail's AI helps home services businesses

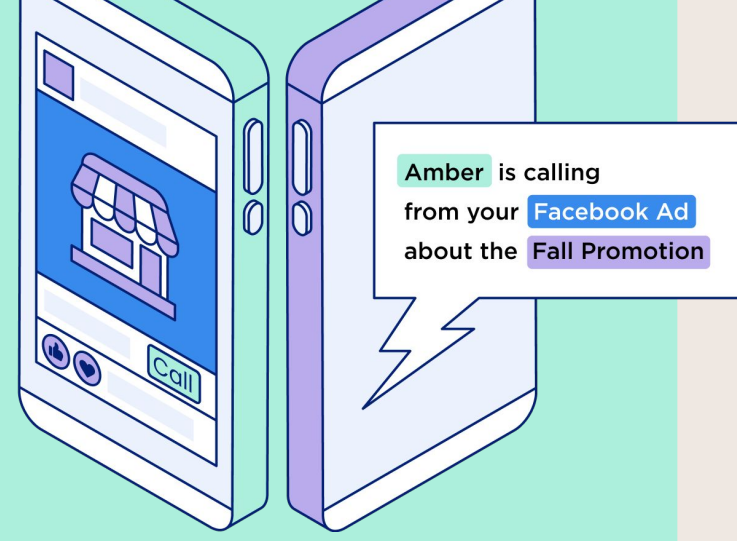


It can be tough to manage all the administrative and marketing tasks for your home services business, especially when you are short-handed, and your skilled employees are focused on completing quality jobs. The right artificial intelligence (AI) tools used correctly can take over tedious or repetitive duties, streamline customer interactions, and help you market your services smarter.

CallRail's [Premium Conversation Intelligence™](#) powered by AI provides the capabilities and insights you need to get more out of your calls and your existing resources.

1. Get more marketing insights

Accurate attribution is critical, but some touch points are hard to measure. CallRail's AI-powered [self-reported attribution](#) identifies when your callers share how they heard about your business, while keyword spotting identifies the phrases that your customers and prospects are using on calls. This data, alongside your [Call Tracking](#), will eliminate blind spots and enable more confident and accurate marketing decision-making.

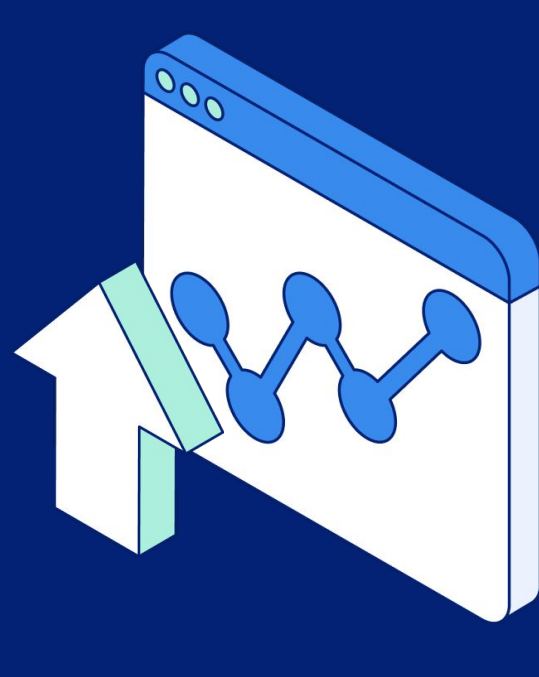
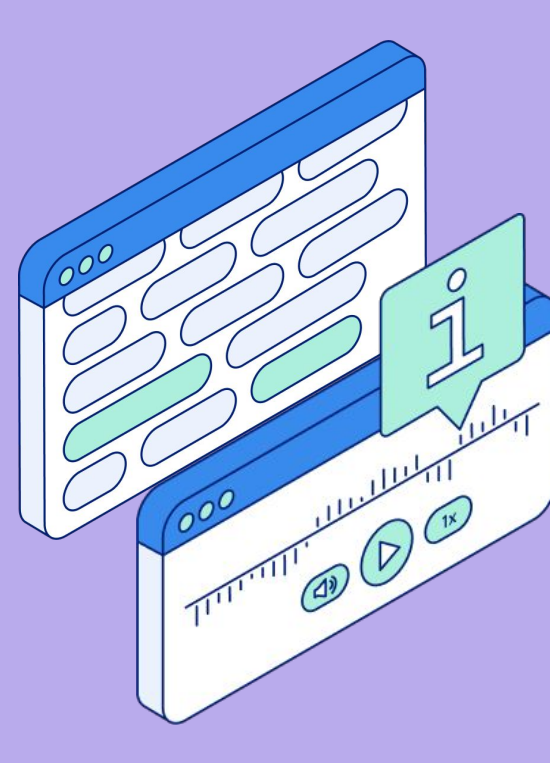


“As a small business, we have a limited amount of advertising dollars. We have to make sure we're allocating those dollars effectively to grow our business.”

— Scott Patterson, CEO of [Stuff Junk Removal](#)

2. Improve conversion rates

Increase conversion rates by using [call summaries](#) and [sentiment reports](#) to identify details about lead quality. Improve lead qualification with those insights by refining lead scripts and addressing common objections. You can further improve conversations with AI-powered [call coaching](#), an alpha feature accessible via [CallRail Labs](#). It tailors conversation feedback and helps your team convert more leads.



“It's hard to compare the past to the present because we're always changing up our marketing, but I can say for sure that our conversion rate is going up.”

— Vlad Kandybovich, CEO of [Qshark Moving Company](#)

3. Boost efficiency and productivity

CallRail's AI-powered alpha features found in [CallRail Labs](#) can save home services businesses significant time and resources. After a call, our AI can provide an automated action plan that details next steps, including follow-up or appointment reminders. CallRail's [automation rules](#) help you quickly respond to customer inquiries, and with automated transcripts and [call summaries](#), your team doesn't have to worry about taking notes on calls or spending hours reviewing them.



CallRail can [reduce time spent qualifying leads](#) by 50%.

4. Increase the value of each job

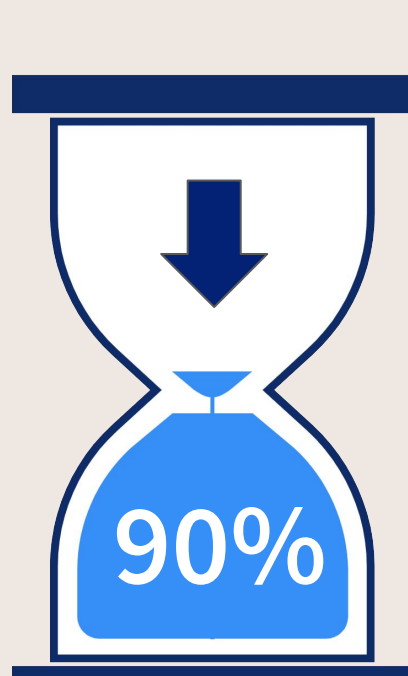
AI-powered call transcription and summaries provide insights into customer conversations and challenges. Your team can boost the value of each job or service call by using this information to upsell or cross-sell the right service to existing customers.



The average CallRail customer sees a [200-500% ROI on the investment](#) after one year.

5. Enhance the customer experience

Better customer conversations create more satisfying experiences. Review a customer's conversation history before getting on a follow-up call to easily review previous concerns, estimates, and projects.



[Qshark Moving Company](#) saw a [90% reduction in time spent on quality assurance](#) for customer calls.

Let CallRail's AI help you work smarter in your home services business.

Try Premium Conversation Intelligence™ for free.