

CallRail

How switching to CallRail  
saved Black Tie Movers tens  
of thousands of dollars





## Black Tie Movers by the numbers

53

Cities

11

States

200

Avg. daily calls

“Whoa 🤯”

**Agile and Co.** COO Amber Callan couldn’t believe how much it would cost Black Tie Movers to renew their contract with its premium call tracking provider. She was also surprised by the account’s complexity. “Black Tie Movers had hundreds of numbers in the platform,” recalls Amber.

Serving 53 cities across eleven states, **Black Tie Movers** had become a sophisticated multi-location enterprise. But as a call tracking veteran, Amber knew there must be a better solution for the moving company. “Looking at their platform, I’m thinking, all these numbers seem not just incredibly redundant, but expensive.”


Not sure where to begin, Amber invoked help from CallRail. “We love the platform — been using it for six, seven years now.” Speaking to her CallRail account executive, Amber sighed, “I don't know what you can do for us. Black Tie Movers just needs to be in control of their call tracking, right?”

# \$40,000 in savings: “A humongous win”

Rolling up their sleeves, Agile and Co. and CallRail collaborated on a streamlined Call Tracking plan for Black Tie Movers. “We figured out how to accomplish the same things with fewer phone numbers to pay for and manage,” Amber explained. “It was a humongous win. We reduced costs so much. Like, \$40,000 in savings.”

Ellis Ishee, Black Tie Movers VP of Sales and Customer Service, confirmed, “The functionality met our needs, especially real-time reporting and the ability to quickly access call recordings. The price was good, too, so it made perfect sense to give CallRail a go.”

Getting started was easy for both the agency and its client. “CallRail handled onboarding. Once everything was in platform, life was easy.”



*“We figured out how to accomplish the same things with fewer phone numbers to pay for and manage... We reduced costs so much. Like, \$40,000 in savings.”*

**Amber Callan**  
COO, Agile and Co.

# With AI, “You don't have to listen to every single call”

Call Highlights:

air conditioning

this week

Lenox

Call Duration:

1m 28s

✓ **Qualified Lead**

air conditioning

this week.

Lenox

IF caller says any of the following keywords:

appointment × quote × schedule ×

+ Add Call Criteria

THEN score call: qualified 👍

AND tag call: Opportunity ×

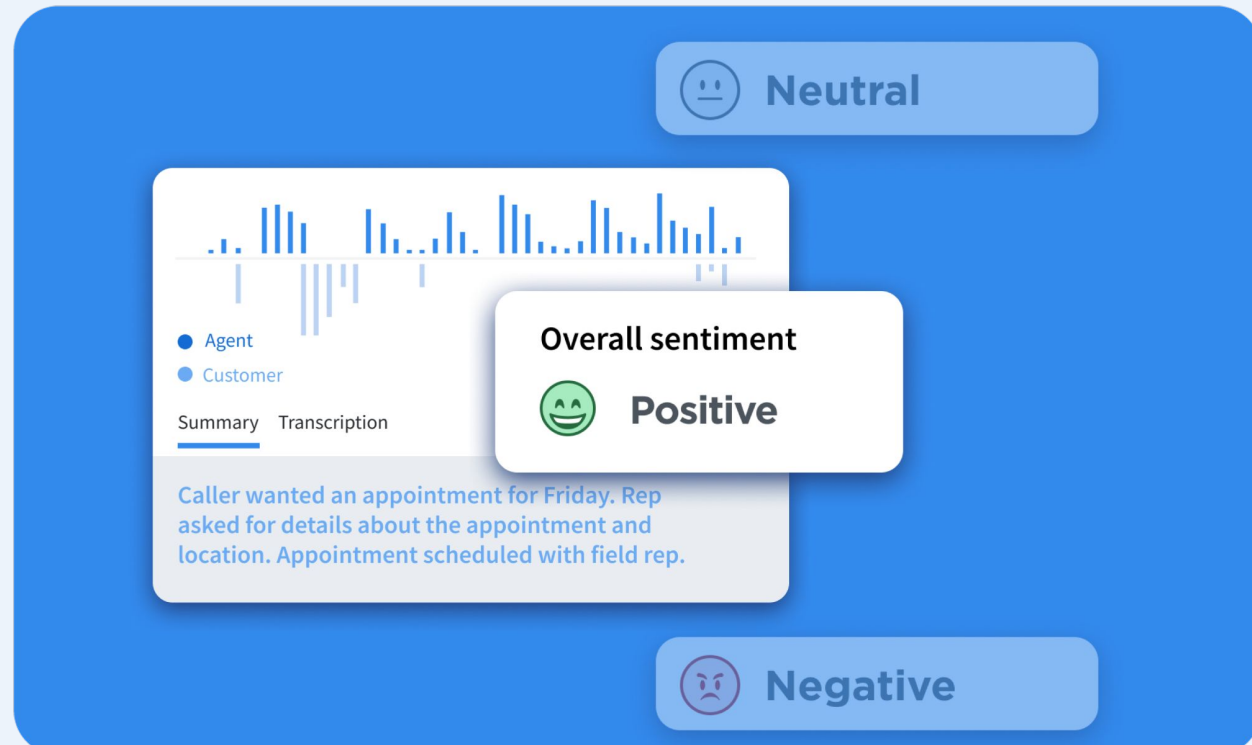
+ Add Action

AI can make short work out of analyzing mounds of data. As they were finalizing the scope of the switch, Ellis asked about combining call tracking with AI. “I said, Ellis, CallRail has been doing this for a while,” recalls Amber. “There are so many things you can do with CallRail that’ll make your life easier.”

Launched in 2016, CallRail **Conversation Intelligence**® uses AI to scan automated call transcripts for specific words and phrases selected by each business. It also automatically classifies, qualifies, scores, and assigns a dollar value to each call based on criteria unique to each company.

Built on an advanced AI model specifically created to understand speech, the just-released Premium Conversation Intelligence™ includes two new time-saving features: First, three-to-five-sentence summaries of each conversation. And second, call sentiment analysis, which uses AI to categorize the tone of each call participant as positive, negative, or neutral.

Conversation Intelligence became a big time saver for Black Tie Movers: They receive hundreds of calls each day and Ellis knew monitoring call quality by replaying as many as he could was not the best use of his time. Amber remembers telling him, “You don't have to listen to every single call anymore—you can just listen to the ones Conversation Intelligence identifies as problematic or good sales opportunities.”



*“AI allows businesses like ours to increase value in the moment and impact topline growth across the entire organization.”*

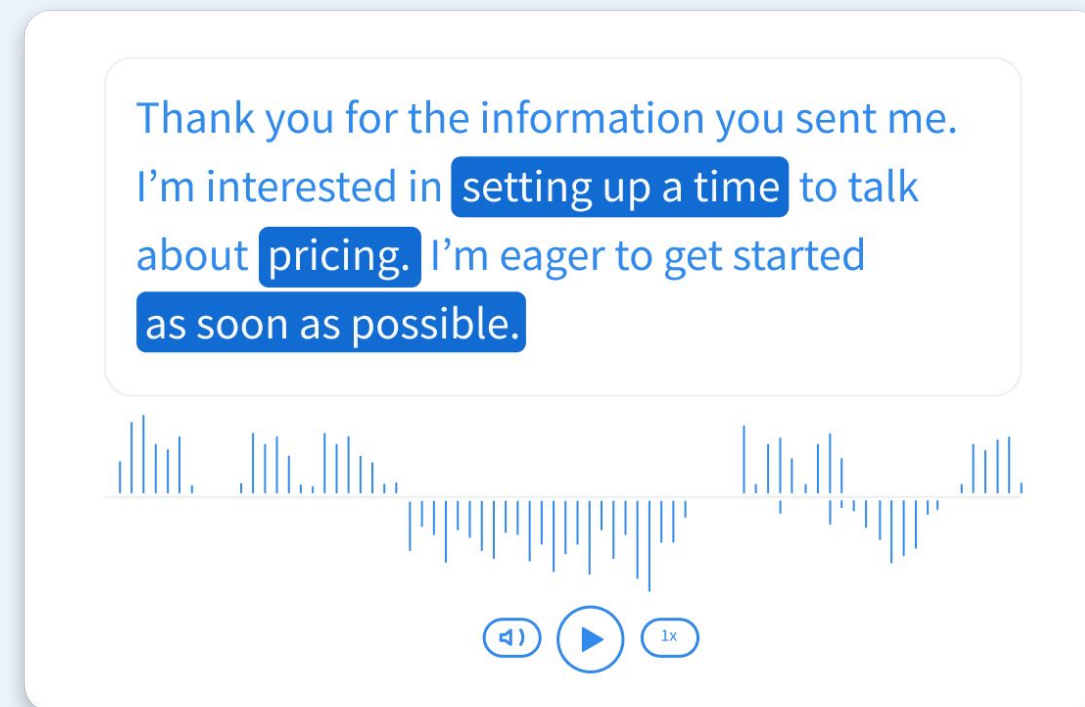
**Ellis Ishee**

Vice President of Sales and Customer Service, Black Tie Movers

Another way Ellis uses Conversation Intelligence: Driving incremental sales. “We recently began offering packing services. By searching “kitchen pack,” I can immediately see who’s offering it, who isn’t, and who just needs a little coaching. For those doing it well, It gives me the visibility I need to reward them on the spot.”

He concludes, “AI allows businesses like ours to increase value at the moment and impact topline growth across the entire organization.”

# The combined power of Call Tracking and Conversation Intelligence



Thank you for the information you sent me. I'm interested in **setting up a time** to talk about **pricing**. I'm eager to get started **as soon as possible**.

The image shows a call transcript interface. At the top, a text box contains the transcript: "Thank you for the information you sent me. I'm interested in **setting up a time** to talk about **pricing**. I'm eager to get started **as soon as possible**." The words "setting up a time", "pricing", and "as soon as possible" are highlighted in blue. Below the text is a blue audio waveform. At the bottom of the waveform are three circular icons: a play button, a volume icon, and a "1x" speed icon.

Combining Call Tracking with AI-powered Conversation Intelligence made it “much easier to access call insights,” according to Ellis. “Now I can listen to a call while reading its transcript. And if I want to share information with an agent for coaching purposes, it's all right at my fingertips—in real time. That’s especially important going into peak season.”

Before peak season comes, Ellis’s team uses call data to help them make better-informed hiring decisions. “Before we bulk up, we look at three things: call flow, call quality, and missed calls. Call flow shows us our busiest times, so we know how to schedule appropriately. I’m really, really big on the value of calls. I don’t have time to listen to all of them, but automated transcripts give me a sense of quality. Lastly, we hate to miss calls, but sometimes we do. With CallRail, I can assign missed calls to agents, which is not only super helpful, it increases our ability to convert at higher rates.”

Ellis can now quickly isolate and examine trends before they become problems. “If we notice we're receiving more objections than usual in Arizona, for example, we can troubleshoot in real-time.” He continues, “Conversation Intelligence also surfaces our competitive advantages in each community we serve. Agile uses these insights to customize blog posts and other content they create so they can lean into our strengths in each market.”



*“If I want to share information with an agent for coaching purposes, it's all right at my fingertips—in real-time.”*



**Ellis Ishee**  
Vice President of Sales and Customer  
Service, Black Tie Movers

“👍👍”:

## Less expensive and easier to use

Although both Black Tie Movers and Agile’s most immediate concern was the cost to stick with the moving company’s premium call tracking provider, Amber says, “Usability was probably the best thing they got out of the switch. The CallRail dashboard has been so much easier for them.”

Ellis agrees: “I’m a big fan of dashboards and quick information at my fingertips. Everything’s right there in CallRail, and yes, it’s easy to get to. In short, two thumbs up.”



**27%** Cost Reduction

Thanks to an **81% reduction**  
in phone numbers required

### CallRail products

- [Call Tracking](#)
- [Conversation Intelligence](#)

### CallRail integrations

- [Google Ads](#)
- [Google Analytics 4](#)
- [Google Business Profile](#)



Find out why thousands of moving companies, contractors, and other home services pros trust CallRail—try Call Tracking and Conversation Intelligence free.

Try CallRail free