CallRail

Boosting quality in home services leads

How the CallRail + Jobber integration doubles bookings for Premier Oaks Landscape, Premier Oaks Lighting

As a valued home services customer of both CallRail and Jobber, Premier Oaks Landscape consistently refines workflows and improves experiences for their team and clients.

The Premier Oaks Landscape brand consists of **Premier Oaks Landscape Management** and **Premier Oaks Lighting**, providing commercial and residential landscaping, lawn maintenance, irrigation, and lighting solutions to residents in the Dallas-Fort Worth Metroplex. Primarily recognized for their dazzling Christmas light displays, the company is respected throughout the area for its quality of work.

To keep a competitive edge, Premier Oaks Landscape provides affordable landscaping rates while positioning its lighting services as a premium offering. Their success is driven by a commitment to exceptional craftsmanship, customer service, and attention to detail — qualities that have helped them stand out in a crowded market.

JOBBER

Like many home service providers, Premier Oaks Landscape relies on **Jobber,** a leading field service management software for home service businesses, to control and streamline operations like quoting, scheduling, invoicing, and payments. As Premier Oaks Landscape grew, they realized there was an opportunity to drive higher conversions by creating better visibility into lead sources and customer interactions.
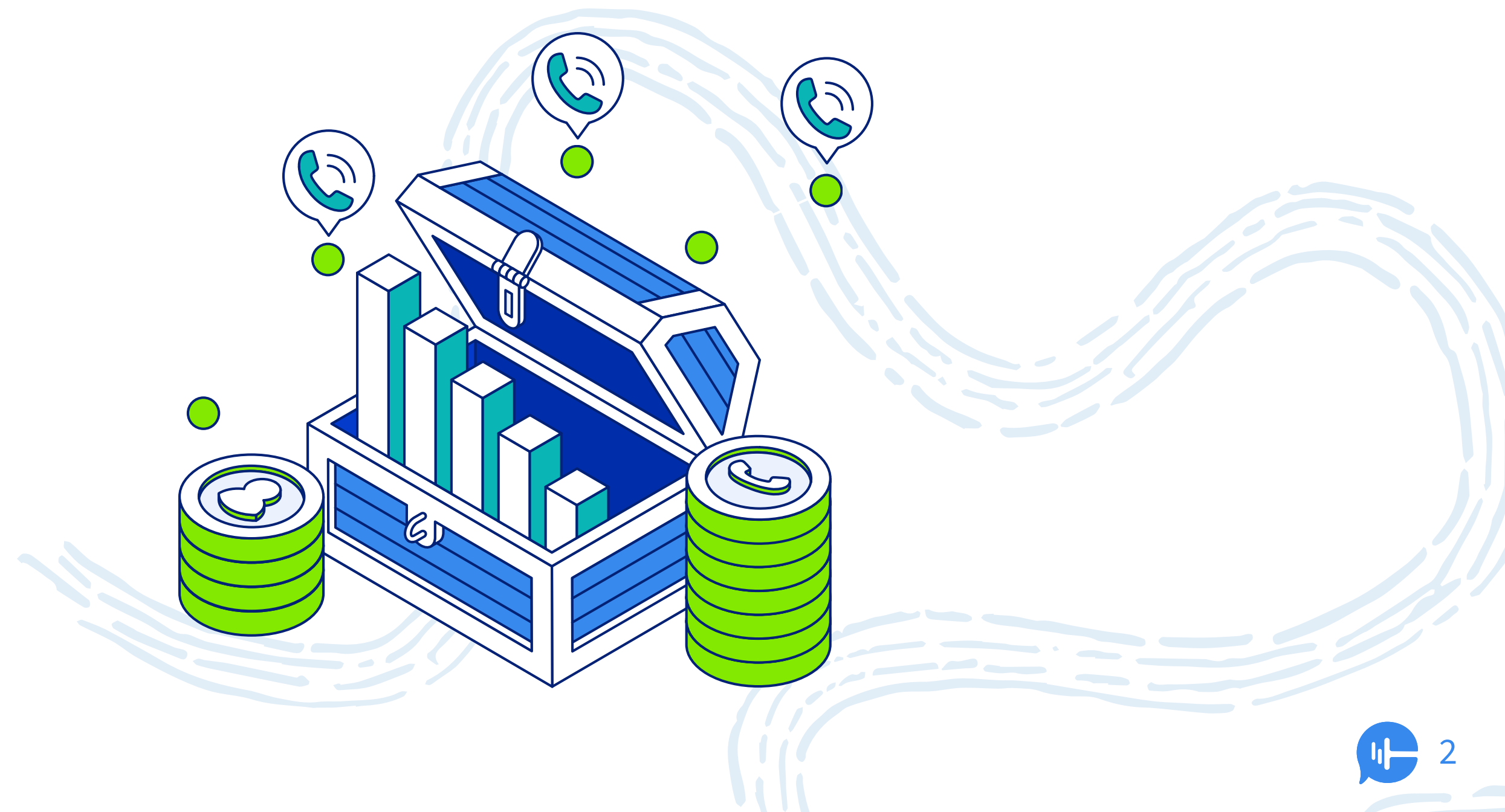
Too many poor-quality leads drive the need for smarter tracking

Home service companies often receive a high volume of calls, but it can be difficult to pinpoint which leads are qualified and which ones are kicking the tires. Managers at Premier Oaks Landscape knew the value of tracking leads, but they weren't getting the detailed information they wanted with their previous call tracking software. They struggled to find which channels were driving leads to call in and identify quality leads that were more likely to close. They wanted a better understanding of their results, particularly information to help weed out dead leads.

"In the past, it was difficult to find out which channels our sales were coming from."

– EJ Tulod, Premier Oaks Landscape Client Relations & Sales Manager

PREMIER OAKS
LANDSCAPE MANAGEMENT

The company wanted to pivot their marketing spend to align with their seasonal offerings. However, because they rely heavily on offline tactics and word-of-mouth referrals, pinpointing exactly where their leads were coming from was often challenging.

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How a landscaping company revamped its marketing to handle leads better

JOBBER + **CallRail**

> **"Tracking leads with CallRail boosted our booking success rates from 40% to 80%."**
> – EJ Tulod, Premier Oaks Landscape
> Client Relations & Sales Manager

PREMIER OAKS
LANDSCAPE MANAGEMENT

Premier Oaks Landscape had been using **Jobber** for about three years, pleased that it reduced manual work for their customer service representatives (CSRs) working with homeowners and provided data for the financial side of their business. However, they needed a solution that integrated with Jobber to improve lead tracking for calls. CallRail was the perfect fit, providing seamless integration and enhanced visibility into customer interactions.

The Premier Oaks Landscape team felt CallRail complemented Jobber because it provided deeper insights for informing data-driven decisions than the call tracking software they were using. They also liked CallRail for its connectivity with Jobber and implemented CallRail's full platform, including **Call Tracking**, **Form Tracking**, **Lead Center**, and **Premium Conversation Intelligence™**.

Before integrating CallRail with Jobber, Premier Oaks Landscape's team had to manually listen to past call recordings to categorize each lead one by one. The team spent almost 10 hours a week on lead audits. Now, with the integration, they have access to lead details, call summaries, caller timelines, recordings, and transcripts.

Through Premium Conversation Intelligence™, their team has better calls with leads because they can see the summary of the last conversation within Jobber. This provides the homeowner with more personalized service, reduces time spent on follow-ups and increases the likelihood of conversion. The experience is also smoother for both the caller and the representative because they don't have to switch between Jobber and the CallRail app.

"Transitioning to CallRail and integrating with Jobber was a huge step for us, but it was worth it. We saw the improvement in our leads."

– EJ Tulod, Premier Oaks Landscape Client Relations & Sales Manager
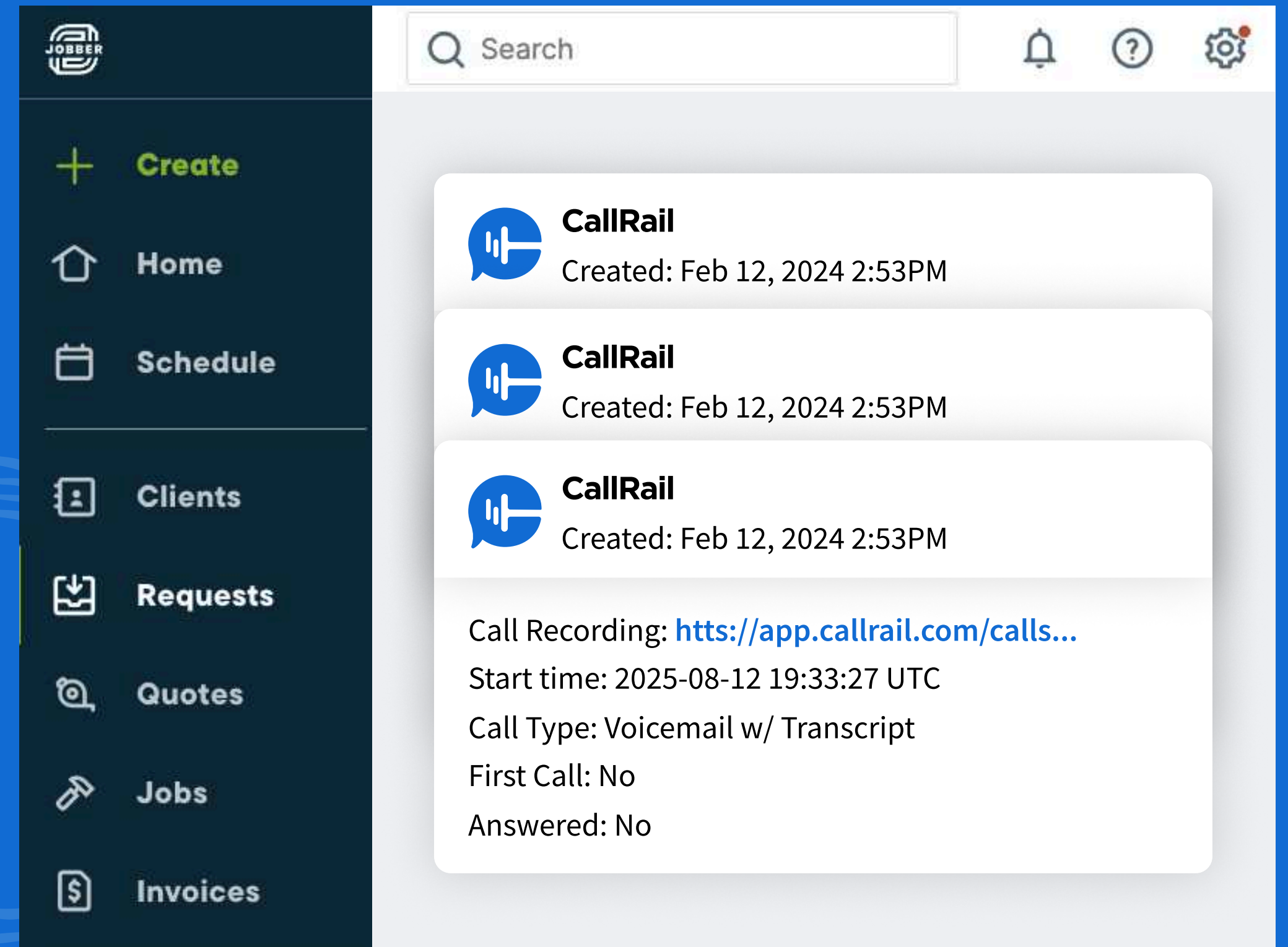
The integration between platforms allows CallRail's tracked data to be incorporated into Jobber for more comprehensive reporting metrics. It also streamlines marketing, lead conversion, and customer management.

The connection also makes it easier for leads and clients because they don't have to provide as much information for quotes and onboarding. The Premier Oaks Landscape team already knows how the lead found their company and what offers they've seen.

"On the client relations side, it's less manual labor for CSRs because they don't need to input tons of information. The lead source and journey appear automatically, which is a good base to start with. This eliminates many of our usual steps for new leads and clients, so that's an advantage as well."

– EJ Tulod, Premier Oaks Landscape
Client Relations & Sales Manager

PREMIER OAKS
LANDSCAPE MANAGEMENT
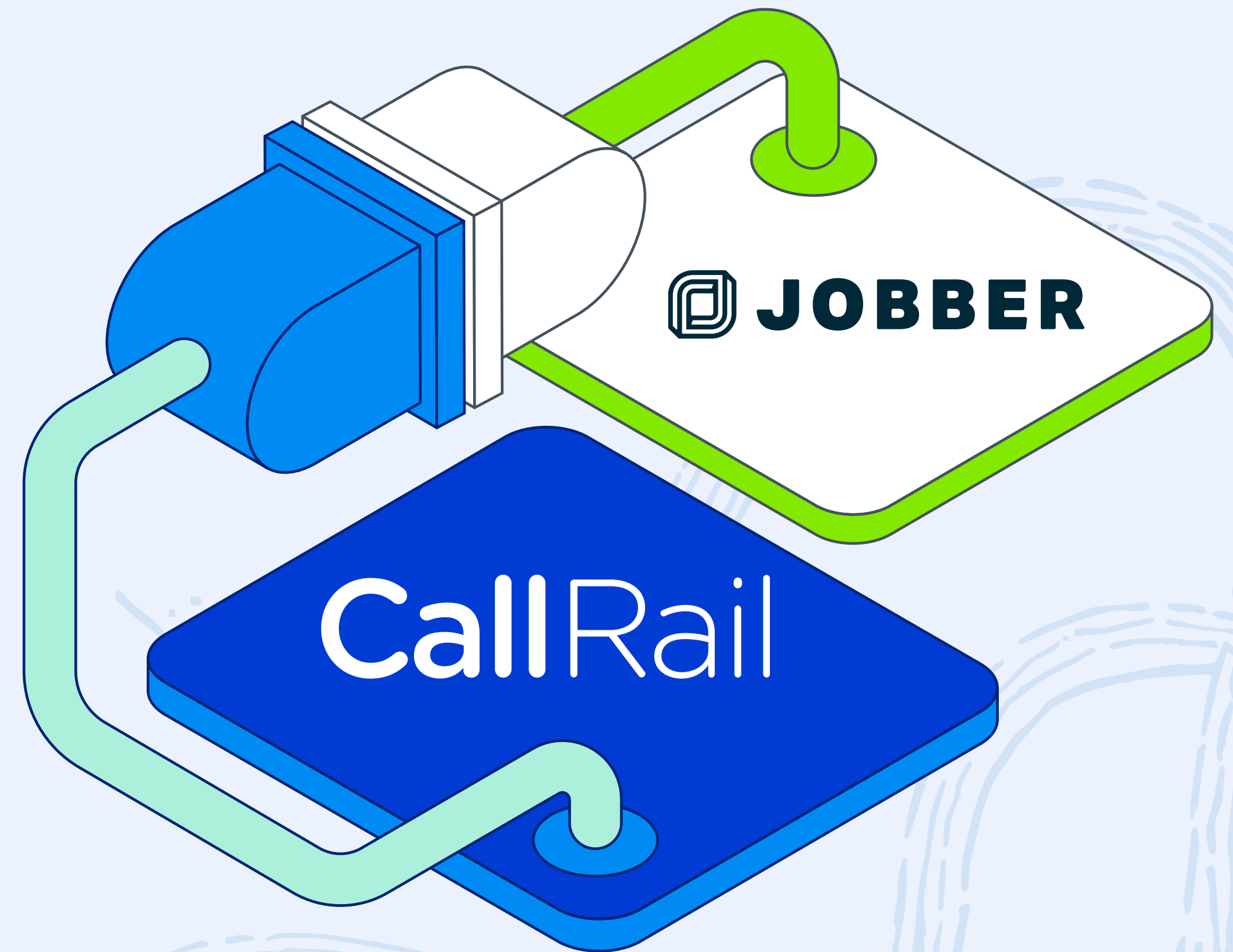
Quality insights help company book more jobs

The CallRail integration with Jobber allows Premier Oaks Landscape to track and manage high-quality leads more effectively. As a result, their lead booking rate significantly increased.

Premier Oaks Landscape can now focus on high-intent callers without wasting time on unqualified leads. By implementing CallRail with Jobber, Premier Oaks Landscape increased the success rate for bookings from 40% to 80%. They saw nearly double the number of confirmed jobs each month without increasing their ad spend.

By integrating CallRail with Jobber, Premier Oaks Landscape has streamlined operations and reporting. The team can now track high-value leads, see what's driving calls, and categorize leads by using tags in CallRail. This makes it easier to qualify leads and generate more accurate reports. When a lead converts into a customer, the team can easily change it from a request to an active client within Jobber.

The integration also pushes the associated CallRail data into Jobber and is included in its reports. Users can see the data from both tools in a single dashboard, from a caller's initial contact to the latest job information.

Home services companies like Premier Oaks Landscape can book more jobs because the CallRail and Jobber **integration** enables:

- Automated request creation in Jobber when a call comes in
- Easy setup and number porting
- Qualified lead identification
- Customer service conversation monitoring
- Lead source attribution and self-reported attribution

"The CallRail and Jobber integration was a game changer for our company, streamlining everything from the initial call to providing valuable data for leadership meetings, driving progress, and supporting training opportunities."
— Miranda Brown, Business Development Manager

With the integration, Premier Oaks Landscape achieved their goal of booking more jobs by focusing on lead quality. With detailed call tracking and analytics, they can meet the challenge of running two different arms of the business with different seasonal needs. Their team can more easily refine their marketing efforts and allocate marketing dollars more effectively.

Improve your lead tracking and workflow efficiency with the right tools

Try CallRail for free

No credit card required.

Get 20% off + a free trial of Jobber

CallRail