



Transforming HVAC and Plumbing Lead Response into Measurable Growth

Industry: Home Services (HVAC and Plumbing)

Client: Home repair and installation services

Challenge

A nationwide home services leader needed a high-performance partner to manage a growing volume of web-generated HVAC and plumbing leads. Fast response times, seamless appointment booking, and flexible scaling were essential to meet customer expectations and support aggressive sales goals.

- **Lead Volume Management:** The client's in-house team struggled to keep up with thousands of daily leads, risking missed opportunities and delayed responses.
- **Speed-to-Lead Requirements:** Maintaining a follow-up window of under five minutes was critical for maximizing conversion rates.
- **Scalability & Seasonal Shifts:** Seasonal spikes in service requests required rapid staffing adjustments and efficient resource deployment.

Solution

The Office Gurus developed and executed a scalable, high-performance appointment-setting solution that combined speed, data-driven management, and dedicated talent. The approach was designed to enhance lead handling, increase conversion, and support business continuity during peak demand.

How we did it?

- **Dedicated Appointment-Setting Team:** An outbound team focused on rapid follow-up (within five minutes) and booking service visits for HVAC and plumbing repairs or replacements.
- **Scalable Operations:** Management of approximately 1,500 new leads daily, along with the launch of win-back campaigns for unconverted prospects.
- **Data-Driven Monitoring:** Utilization of client-provided Power BI dashboards for real-time performance tracking and actionable insights.
- **Quality & Compliance:** Implementation of strict hiring standards with background-checked staff and customized training programs to ensure consistency and excellence.

Results

Through collaboration, technology alignment, and operational excellence, The Office Gurus enabled the client to surpass lead conversion goals while strengthening customer experience and sales performance.

Demonstrating:

High Conversion Rates:

A 48% lead-to-appointment conversion rate.

Improved Speed-to-Lead:

Faster response times compared to the client's internal call center.

Nationwide Reach:

Seamless coverage across 70+ U.S. markets.

Scalable Team:

A flexible win-back unit of 50+ agents supporting ongoing campaigns.

Client Growth:

Continued satisfaction and account expansion resulting from consistent performance.

Conclusion

By managing 1,500 daily leads, achieving a 48% lead-to-appointment conversion rate, and maintaining sub-five-minute response times across 70+ U.S. markets, The Office Gurus helped turn speed and scalability into measurable growth. The partnership delivered consistent performance during peak demand while strengthening customer experience and sales outcomes nationwide.

Testimonial

“

TOG's team outperformed our internal call center in speed and flexibility. They're more than a vendor – they're a strategic partner.

Sr. Director Customer Experience

”

Experience **The Guru Way:**
Better, Faster, and More
Efficient CX

20+
Years in Business

4500+
Total # of agents
across all locations

80+
Clients Across the
United States

4+ years
Avg. length of client
relationships

Global Footprint



Belize

Dominican Republic

El Salvador

Philippines

United States

Partner with the Gurus

Let's Talk! 

 WWW.THEOFFICEGURUS.COM

 LEARNMORE@THEOFFICEGURUS.COM

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