

Plumbing + HVAC

North Austin, TX

## PROVEN PLUMBING CASE STUDY

How Proven Plumbing stopped missing leads and built a net no customer can fall through.

**0****Missed leads in 6+ months**

Every voicemail is captured, transcribed, and routed automatically.

**10x+****ROI on platform cost**

Direct jobs booked far exceed LeadTruffle spend.

**25%+****Reviews mention service quality**

A meaningful share of Google reviews highlights office responsiveness and customer experience.

**Quick Answer****Text Us**

tl;dr: Proven Plumbing uses LeadTruffle to capture and respond to after-hours voicemails automatically, which removed lead leakage, created measurable ROI, and improved customer experience outcomes that show up in reviews.

**How a \$7M Plumbing Company 10X'd ROI with AI Lead Automation (LeadTruffle)**

LeadTruffle

**Creating 10x ROI with LeadTruffle**

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leadtruffle

Proven Plumbing

PLUMBING  
OUR REVIEWS SAY IT ALL!

## Executive Summary

Proven Plumbing is a \$7M residential plumbing and HVAC company serving North Austin with 18 trucks and nearly a decade of growth behind them. Before LeadTruffle, after-hours lead management relied on a dispatcher monitoring calls at night and Louis manually listening to voicemails, a process with real holes in it. After implementing LeadTruffle, Proven Plumbing has not missed a single voicemail in over six months, response times are instant, and customer satisfaction has measurably improved.

Louis estimates they generate at least 10x the cost of LeadTruffle in direct jobs booked, before even counting the reviews, referrals, and repeat business driven by faster response.

## The Story

# The Problem

Louis Natale founded Proven Plumbing in 2017 and has grown it into one of North Austin's top residential service companies: \$7M in revenue, 18 trucks, and a reputation built on customer relationships and referrals. But as the business scaled, one problem remained: what happened to leads when no one was watching?

Before LeadTruffle, after hours relied on a dispatcher staying alert overnight while Louis reviewed voicemail transcripts over text, trying to identify emergencies in the queue.

*"Before, we had a dispatcher that paid attention all night, and I would listen to the voicemails and they would get transcribed and sent to my text message. We're trying to find emergencies in the middle of the night."*

— Louis Natale, Proven Plumbing

It worked most of the time, but there was no guarantee. For a service brand built on trust, most of the time was not enough.

*"The industry is going to change. Our companies are going to have to evolve with it. We are going to have to ride this wave or we're going to get drowned."*

— Louis Natale, Proven Plumbing

## The Turning Point

Louis was not looking to replace his customer service team. He wanted better systems so his team could focus on the work humans do best while automation handled intake and handoff.

*"AI can take the initial voicemail, grab a bunch of information, extract as much as it can, and then get it to a person with a clean delivery. That's what I think LeadTruffle does well for us."*

— Louis Natale, Proven Plumbing



# The Implementation

Proven Plumbing uses LeadTruffle to capture after-hours leads, transcribe voicemails, auto-send response texts, and route every interaction into the customer service inbox with no overnight manual intervention.

One unexpected benefit was how willing customers were to engage with structured, direct SMS prompts from AI.

*"I'm surprised at how much people are really willing to engage with a text message and give information to LeadTruffle."*

— Louis Natale, Proven Plumbing

Prompt customization also mattered. Louis credited tailored messaging as a key reason the customer conversations worked well in production.

*"Our ability to tailor the prompt made those conversations really good. It would be a deal breaker if it wasn't there - but having it there is kind of amazing."*

— Louis Natale, Proven Plumbing

## The Results

Six months in, the lead-capture net is tight and predictable.

*"It's a net that I know nobody's getting through. I'm 100% certain - we haven't missed a voicemail in six months."*

— Louis Natale, Proven Plumbing

On ROI, Louis set a clear bar and said LeadTruffle exceeds it.

*"If your product's a thousand dollars, I need to make \$10,000 in sales. I think we at least 10x the cost of LeadTruffle."*

— Louis Natale, Proven Plumbing

Beyond direct booked jobs, Proven Plumbing sees customer-experience impact in review quality. Louis noted that roughly every fourth review references how good the process felt, including fast response during busy periods.

## **The Bottom Line**

Proven Plumbing adopted LeadTruffle because the problem was real and the math made sense. The results are concrete: zero missed leads, strong ROI, and a customer experience that reinforces a referral-driven growth model.

*"I think it's a great product. It keeps technology where it should be - in data collection - and still keeps my customer service team at the forefront."*

— Louis Natale, Proven Plumbing

Proven Plumbing serves residential customers across North Austin with 18 trucks and nearly \$7M in annual revenue, and has been a LeadTruffle customer since the platform's early days.

## **FAQ**

### **What results did Proven Plumbing get with LeadTruffle?**

Proven Plumbing reported zero missed voicemail leads for more than six months, estimated at least 10x ROI on platform cost, and stronger customer-service outcomes visible in reviews.

### **How does Proven Plumbing use LeadTruffle after hours?**

After hours, LeadTruffle captures voicemails, transcribes them, sends instant response texts, and routes the lead context into the customer service inbox for team follow-up.

### **Did LeadTruffle replace Proven Plumbings customer service team?**

No. Louis described LeadTruffle as a way to improve handoff and data collection while keeping human customer service representatives at the center of the customer experience.

### **Where can I learn more about Proven Plumbing?**

Visit [callproven.com](https://callproven.com) to learn more about Proven Plumbing and the residential services they provide across North Austin.



### **Proven Plumbing**

Residential Plumbing + HVAC in North Austin. [Visit callproven.com](https://callproven.com)



## **READY TO BUILD A NET NO LEAD CAN FALL THROUGH?**

See how LeadTruffle can capture every after-hours opportunity and hand your team better qualified leads by morning.

[Book a Demo](#)





**Contact us:**

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Call to demo! +1 (833) 916-3717

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