

CASE STUDY

Sierra Air Conditioning & Plumbing Gains Greater Visibility into their Calls with Integration



Improved campaign ROI



Optimized call center staffing



Better trained customer service representatives



HOME SERVICES

HVAC/ PLUMBING

MARCHEX PLATFORM SERVICES

FIELD MANAGEMENT SOFTWARE INTEGRATION

HEADQUARTERS
Las Vegas, NV

FOUNDED
1987

WEBSITE
www.sierracoolslv.com

Sierra Air Conditioning & Plumbing is a heating and air conditioning company serving the Las Vegas Valley since 1987. The company provides a variety of HVAC services including air conditioning, heating, duct work, ventilation, and water purification. Their staff has always prioritized a stellar customer experience — they even won a Best of Las Vegas award for their excellent customer service three years in a row.

Challenge

Sierra Air Conditioning & Plumbing came to Marchex after facing some challenges obtaining conversation analytics from an existing solution. Sierra was trying to make business decisions with the insights they had available. The platform Sierra was utilizing surfaced valuable information from their calls, but they were still having trouble deciding where to allocate advertising spend based on the number of calls coming through each channel.

Sierra's team struggled with other aspects of their existing solution. The incoming call process required too many manual steps to be reliable, making it difficult to make sense of the call data and needed actions.

The existing solution also didn't register or send data for calls under 30 seconds, as these were considered failed calls. It was difficult for Sierra's staff to determine the number of booked appointments from a marketing source, leaving them uncomfortable making business decisions without better insights into the number of calls that came in, booked calls, and booking percentages.

Solution

Sierra Air Conditioning & Plumbing opted for a Marchex Platform Services integration with ServiceTitan, a leading field management software solution used by home services companies, to better analyze their calls. The integration automatically links calls back to the revenue sources that drove them, which helps Sierra understand which advertising channels are effective so they can reinvest spending or reallocate if necessary.

“Marchex was able to extract valuable insights from our ServiceTitan calls. We would struggle to allocate advertising spend without the critical data from Marchex.”

Ryan Field

VICE-PRESIDENT OF MARKETING
Sierra Air Conditioning & Plumbing

With the integration, they were also able to identify and analyze neutral or non-revenue calls, which were a blind spot for them previously. The integration gave Sierra the ability to minimize these calls and identify insights such as calls for services not offered by their business. With this information, Sierra can better optimize their advertising spend toward channels and customers aimed at their services.

Results

Field was aware of Marchex from a previous relationship and knew the company had the capability to expand upon what was offered in their existing system.

When they incorporated Marchex into the ServiceTitan integration, they had more success with the data Marchex's platform extracted from their calls. With this information, they were able to recover thousands of dollars in sales by identifying missed opportunities. Says Field, “In a previous company where we used Marchex, we were able to save \$200K+ in revenue from rescuing calls leveraging Marchex's insights.”

The current Marchex Platform Services + ServiceTitan integration is simple and easy for the Sierra team to understand and use. With the provided UI, they can see the volume of phone calls per day so they can adjust their call center staff to meet these needs. According to Field, “Marchex's key insights allow us to adjust call center staff accordingly to support scheduling.”

The data displayed in the integration gives Sierra's team another key benefit: the ability to determine the first call booking percentage. With this metric, they can evaluate agent performance by who schedules appointments on the first call most often and train employees who fall short.

With Marchex's integration, Sierra's staff can view the busiest times of day, identify non-revenue calls and their sources, and pinpoint customer call sources. Using information about call sources, Sierra can determine campaign return on investment (ROI) and the value of booked appointments for specific campaigns, as these appointments have been shown to have a large variance in value. Media spending can then be reallocated throughout the budget year based on booking percentages per campaign.