



HumanOS

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Automated Callback System Case Study



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The Challenge

Tire Boss, a high-volume tire shop, faced a critical challenge: missed customer calls. With an influx of daily inquiries regarding pricing, availability, and tire services, the staff struggled to keep up with the demand. This situation **led to wasted ad spend and compromised the quality of customer experience** they aimed to provide.



20+ calls per day went unanswered



Potential leads were lost due to delayed responses



Customer trust and loyalty were affected, creating a gap between demand and service

Missed calls often meant missed sales opportunities, which had a direct impact on revenue. Tire Boss needed an efficient solution to address these lost opportunities and ensure they remained competitive in a crowded market.

THE SOLUTION

To tackle the problem,

we **designed and implemented an Automated Callback System** using advanced automation workflows.



1. **Capturing Missed Call Details**
2. **Immediate Follow-Up with SMS**
3. **Automated Callback**
4. **Internal Team Notifications**
5. **Reporting and Analytics**

Key Features of the Solution:

- **Missed Call Text Back:** Enabled via automation workflows.
- **Custom Workflow Logic:** Automated follow-ups with personalization to keep customers engaged.
- **Business Hours Filtering:** Separate workflows for handling missed calls during and after business hours.
- **CRM Integration:** Seamless lead logging and tagging for better pipeline management.

THE RESULTS

The implementation of the Automated Callback System ***delivered*** transformative results for Tire Boss

97%

*Reduction in Time-to-
First Contact*

30%

Increase in Sales

Enhanced Customer Experience

Customers felt valued and appreciated **due to quick callbacks and personalized communication**, improving trust and loyalty.



METRICS

Case Study

Project Spotlight



*"The automated callback system has been a game-changer for us. **Not only have we seen a significant increase in sales, but our customers also appreciate the quick response times.** It's like having an extra team member can handle everything!"*

Tire Boss Team

Missed Call Rate

- **Before:** 35% of calls went unanswered.
- **After:** Less than 2% of calls were missed.



Time-To-First Contact

- **Before:** Average response time was 6 hours.
- **After:** Average response time dropped to 42 seconds.

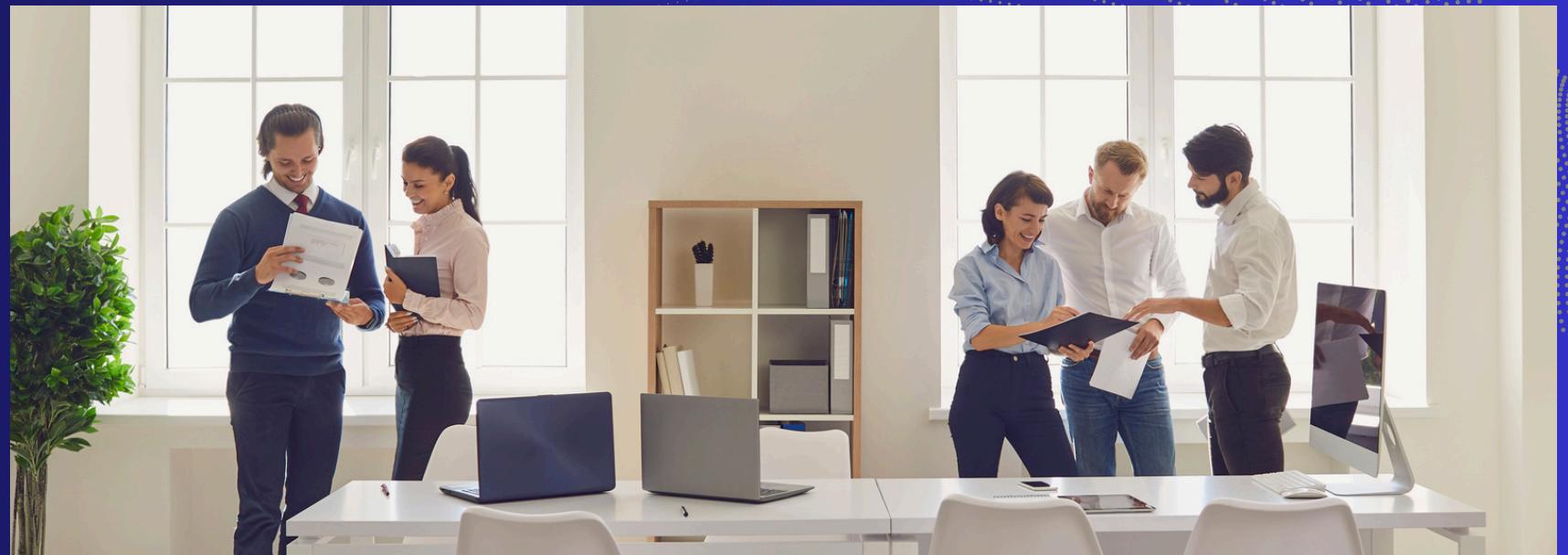


Sales Impact

- **Before:** Average monthly sales were \$50,000.
- **After:** Average monthly sales increased to **\$65,000 (+30%)**.



Conclusion



Missed calls often meant missed sales opportunities, which had a direct impact on revenue. Tire Boss needed an efficient solution to address these lost opportunities and ensure they remained competitive in a crowded market.

The Automated Callback System became a game-changer for Tire Boss enabling them to:

- Capture leads that would have otherwise been lost.
- Build trust through prompt and professional communication.
- Gain a competitive edge in the market by improving customer satisfaction.

