

Case Study: BMS Air






Name: Scott Hasler & Bailey Smith

Business: BMS Air (Air Conditioning)

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Industry: Air Conditioning – Domestic & Commercial

Since becoming a Sophiie customer in December 2024, BMS Air Conditioning has dramatically streamlined its inbound communication with a minimal team size.

-  **245 inbound calls** handled, with **243 of those outside business hours** — capturing nearly every after-hours enquiry.
-  Generated **189 new leads**, helping maintain a steady sales pipeline.
-  Handled **17 urgent calls** and **71 follow-up calls**, ensuring time-sensitive jobs weren't missed.
-  Logged **347 minutes** of total call time, with **342 minutes** occurring after hours.
-  Only **1 marketing call** slipped through, thanks to Sophiie's spam filtering.

BMS Air is a hands-on air conditioning business working across both domestic and commercial jobs. For Scott Hasler and his team, most of the day is spent on-site, tools in hand, which makes it hard to stay on top of calls and admin.

The issue was clear: they were missing calls, and with that, missing potential work. A full-time receptionist wasn't a practical option, but letting jobs slip through the cracks wasn't sustainable either. That's where Sophiie stepped in.

Sophiie now answers all incoming calls, captures every lead, and passes messages on with enough context for Scott to follow up when it suits him. It's smart, simple, and cost-effective, giving them the professionalism of a receptionist without the overhead.

What made it even better was how easy it was to get started. Setup was quick, with no complicated processes or disruptions to the business.

Since launching Sophiie, Scott and the team have noticed big changes: more bookings are coming in, and there's far less stress around managing the phones. They're able to stay focused on the job without worrying they're losing work in the background.

They've now added Sophiie to both their phones, so no matter where they are, they can check in, stay updated, and respond when it works for them. The real-time dashboard has become a favourite feature, it gives them a clear picture of what's happened, what's been handled, and what still needs attention.

Customers have noticed the improvement too. Communication feels smoother, more professional, and no one's stuck playing phone tag anymore.

For Scott, Sophiie has been a no-brainer. It keeps things moving, keeps customers happy, and keeps the team in control, without pulling them off the tools. He's already recommended it to a few mates in the trades, and he's not looking back.