

Sophiie Case Study: Energy Educators

Name: Mo Assal

Business: Energy Educators (Air Conditioning)

Phone: 0487 783 783

Industry: Air Conditioning & Energy Rebates

Energy Educators, onboarded in February 2025, quickly saw Sophiie step in as a crucial front-line operator.

- 📞 **282 total inbound calls, 276 of which** were after hours — highlighting strong 24/7 coverage.
- 🚀 **197 new leads** generated, making Sophiie a key driver of pipeline growth.
- 📞 **7 urgent calls** managed and **35 follow-up calls** made automatically.
- ⌚ Over **11.5 hours** of call time handled by Sophiie, with **688 minutes** outside work hours.
- 🛡️ Blocked most marketing calls — only **2 slipped through**.

Energy Educators is all about helping people stay cool while saving money. Mo Assal and his team install split system air conditioners and guide customers through government rebate processes, making energy efficiency accessible and affordable. But as the business grew, so did the phone calls, and not all of them were useful.

The problem wasn't just the volume of calls, it was the mix. Between constant telemarketers and real clients, it became hard to tell what was worth answering. Mo started letting calls go, which meant potential customers were slipping through the cracks.

Bringing Sophiie into the business changed that. The AI filters out the noise, answers legitimate inquiries, and passes on the important ones with clear context. Whether Mo is on-site, quoting, or mid-install, he knows the phones are covered, and nothing important is missed.

The onboarding process was straightforward, with Sophiie's team handling the setup and providing support every step of the way. Once live, Sophiie became a silent team member, working in the background, keeping the pipeline full, and letting Mo get back to what he does best.

Since using Sophiie, the business feels more manageable. Mo isn't constantly checking his phone or worried about missing leads. While there aren't hard numbers to report, there's been a clear increase in real jobs and fewer missed opportunities. He's simply busier—with the kind of work that matters.

Even customers have noticed the difference, appreciating the faster response times and smoother communication.

For Mo, Sophiie has become a no-brainer for any trades business owner trying to juggle tools, quotes, and calls. It's removed a layer of stress and added a layer of professionalism without adding to the headcount.