
CASE STUDY: HOW ONE SARASOTA PLUMBING SHOP GOT 120% MORE CALLS



THE PROBLEM

Your phone rings at 11 PM. You're asleep. The caller hangs up. By morning, they've called three plumbers. You're not one of them.

That's a \$500–\$2,000 job gone.

Johnson & Sons Plumbing (Sarasota) was losing 5–10 calls per month this way.

Before:

- 10–12 leads per month
- 40% of calls came after hours
- Voicemail was the only option
- No follow-up system for missed calls

"We were watching calls go to voicemail," Steve Johnson says. "Half never called back twice. We had no idea how much revenue was walking out the door."

THE FIX: TWO AUTOMATIONS

1. AI RECEPTIONIST + MISSED-CALL TEXT-BACK

When a call comes in after hours:

- AI receptionist answers (sounds human)
- Asks caller's name, address, and what they need
- Caller gets instant text: "Thanks for calling Johnson & Sons. A tech will call you by 9 AM."
- You get their info in your dashboard
- Next morning: warm lead, not cold

2. GOOGLE BUSINESS PROFILE OPTIMIZATION

- Phone, hours, service areas synced perfectly
 - More visibility in the local pack
 - More people calling in the first place
 - Reviews go up (more jobs = more happy customers)
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THE RESULTS (60 DAYS)

PHONE CALLS: 10–12 per month → 22–25 per month (+120%)

GOOGLE REVIEWS: 10–12 per month → 22–25 per month (+120%)

AFTER-HOURS JOBS: Lost → Caught & booked (+10 calls/month)

REVENUE IMPACT:

Average plumbing job: \$900–\$2,000

10 extra calls/month = \$10,000–\$25,000 new monthly revenue

"My phone is ringing constantly. We hired another tech just to keep up."

— Steve Johnson, Johnson & Sons Plumbing

HOW IT ACTUALLY WORKS

THE OLD WAY (Lost Revenue):

11 PM: Call comes in → Voicemail → Next morning: 2–3 missed calls, no info

→ You call back (cold) → Half don't answer → 60% job loss

THE NEW WAY (Captured Revenue):

11 PM: Call comes in → AI captures name + problem → Customer gets text

→ Next morning: 5 warm leads, all their info → 80%+ convert to jobs

THE NUMBERS

	Before	After	+/-
Calls per month:	12	25	+108%
Reviews per month:	12	25	+108%
After-hours capture:	10%	80%	+70%
Monthly revenue gain:	—	\$5–20K	New stream

Cost: One system. One setup. Recurring monthly fee.

Break-even: First 2–3 extra jobs (usually 2–3 weeks in).

After that: Pure profit on every captured call.

WHY THIS MATTERS

If you're a plumber losing 5–10 calls per month to voicemail, you're leaving \$2,500–\$20,000 on the table every month.

Competitors aren't smarter than you. They're just not missing those calls.

READY TO GET YOUR CALLS BACK?

Let's show you exactly how many calls you're losing and what you could earn.

SCHEDULE A 15-MIN CALL:

<https://go.aibystorm.com/widget/booking/DQweVLgYTayVcyt48Up8>

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