

GENERATING REVENUE WITH DEXCOMM

A Case Study with TR Miller Heating, Cooling, and Plumbing



TIME FOR A CHANGE

THE NEED FOR A NEW ANSWERING SERVICE

TR Miller, an Illinois-based heating, cooling, and plumbing company, was missing out on booked jobs as a result of their answering service's poor customer service and ineptitude to gather accurate caller information. They decided to give Dexcomm a shot as their new answering service.



"A PERFECT STORM"

A SPIKE IN CALL VOLUME

One week after partnering with Dexcomm, Chicago saw "five straight days of 100-degree weather." Marty Schulz, TR Miller's operations manager, tells us that "Up until [that] point, the spring was very cold and mild, so people weren't running their systems. So for ninety percent of Chicago, this is the first time they're turning on their air conditioning." As a result, there was an evident increase in call volume.

TR Miller had 6,500 total incoming calls for the scorching month of May, as opposed to their regular 2,200 a month. **Despite being fully staffed with both CSRs and technicians, out of those 6,500 calls, Dexcomm answered 1,800— twenty-eight percent of TR Miller's total call volume.**

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Being full-staffed was great, but we wouldn't have been able to do what we did without Dexcomm being able to carry the overflow.

-Marty Schulz, TR Miller's operations manager





In our previous relationship with the previous answering service, we were reliant on them sending us e-mails for the [callers'] information. It was kind of like a dog chasing its tail... The ability to book [with Dexcomm] has really been the biggest difference.

-Marty Schulz, TR Miller's operations manager

TR MILLER WAS FULLY STAFFED WHEN THEY CHOSE TO PARTNER WITH DEXCOMM. STILL, FOR THE MONTH OF MAY:

Dexcomm answered 28% of TR Miller's total call volume.

22% of the calls Dexcomm answered resulted in booked jobs.

Dexcomm booked 12% of TR Miller's total jobs.

THE PRICE VERSUS THE PAY OFF

IS DEXCOMM WORTH IT?

We asked TR Miller's operations manager, Marty Schulz, what he would tell someone considering a partnership with Dexcomm. Ultimately, he values the revenue Dexcomm has generated for TR Miller.

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[Dexcomm] isn't the cheapest by any means... but you also get what you pay for. I look at all the revenue that is generated and possibly lost, or not even on the radar, if it weren't for the Dexcomm partnership.

-Marty Schulz, TR Miller's operations manager

Curious about how Dexcomm can help you to book more jobs?



Dexcomm

LET'S TALK!

SPEAK TO A REPRESENTATIVE TO SEE HOW WE CAN
CONTRIBUTE TO REVENUE GROWTH

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