

Miller's Home Comfort Increases Booking Rate with AI Voice CSR



Summary

Will DeGrote, President of Miller's Home Comfort, likes to try new things—especially tech that makes life easier. His team prides itself on a healthy Monday–Friday work rhythm, but HVAC problems don't keep business hours, and customers expect answers seven days a week.

At first, Miller's used a traditional answering service. Calls were missed or dragged out, bookings were slow, and handling times climbed. They tried an AI option next, hoping for faster results, but it couldn't talk to ServiceTitan and left too many gaps.

Frustrated but persistent, Will kept looking for a solution that fit how his business actually operates. That's when they found Free2Grow, an AI voice platform built for contractors, promising reliable 24/7 coverage and seamless booking into their CRM. It felt like the kind of practical, human-first fix Miller's had been searching for.

Goals and Objectives

Miller's needed something reliable and straightforward—an AI that could pick up the phone, book jobs directly into ServiceTitan, and step in when their team wasn't available. They also wanted the option to hand callers off to a live rep if a customer preferred a person. Bottom line: boost booking rates and cut handling times so the team could keep their Monday–Friday balance without losing work.

Outcome & Results

Miller's was live on Free2Grow in under a week — and because they'd already tried an AI provider before, the switch felt easier and faster. With three locations and different service lines, there were a few early kinks, but Charlene, the Customer Service Manager, said those were ironed out quickly, leaving processes that "just work."

One standout — and surprisingly handy — feature was the ability to make transfers to a rep in real time, something their old provider didn't offer. Within five months, booking rates jumped from 38% to 88% and handling times fell dramatically.

Their AI assistant, affectionately named Lisa, is now treated like a real team member across all three locations, booking everything from same-day emergencies to routine visits. Miller's owner, Jeff Miller, even tested her during a water-leak call — Lisa booked him immediately, and when the team called back to confirm, Jeff said she handled it perfectly.

Responsive, easy to tweak, and reliably effective, Lisa has improved communication, boosted bookings, and become a clear contributor to Miller's bottom line.



We've gone from a bottom line of 38 % booking to these last five months, we've been at over 88%.

- Charlene Logwood, Customer Service Manager

The best part? You can have a similar story. If you want to hear our AI-voice in real time, call (757) 550-3534 and test it out for yourself. Never miss a call again with our AI-voice, trusted by 100K+ callers and counting.