

CallRail

How CallRail's Lead Center Helped Top Job Asphalt Double Sales & Save \$400 a Month

CASE STUDY



“With Lead Center, we’re no longer dropping leads. As a result, our project estimators are busier than ever, which feels great.”



Skyler Andreasen

Sales Relationship Consultant, Top Job Asphalt



RESULTS

2x

growth in sales year-over-year

\$400

saved per month

30%

total closing rate

98%

faster response to missed calls

How Lead Center Helps

Single platform

allowing you to make outbound calls & receive inbound calls

Text integration

to follow-up with leads via SMS or MMS to send pictures illustrating project scope

Insightful context

into who called, when they called, and what they need

Holistic view

of the customer's journey and the marketing initiative that led them to you

The Client

Top Job Asphalt

For over 15 years, Top Job Asphalt has been a one-stop shop for asphalt paving, patching, and sealing for customers in Utah, Idaho, Nevada, and Wyoming. Voted top contractor in 2018 by Pavement magazine, the company has a well-earned reputation for excellent service.

The Challenge

Inefficient sales workflow with lost leads

An average lead is worth \$2,000 to Top Job Asphalt, so catching and responding to every one of them is vital.

But Top Job Asphalt's workflow was getting in the way of its sales process. The company was using two different systems for inbound and outbound calls, which was cumbersome and inefficient.

Skyler Andreasen, Sales Relationship Consultant at Top Job Asphalt, made outbound phone calls through HubSpot on a computer and answered inbound phone calls on a deskphone. When calls came in, Skyler had to rip off his headset to answer.

When calls were missed, Skyler couldn't easily access voicemail or get details about those calls. Inbound calls had no caller ID, so Skyler knew nothing about who was calling or why—even if they'd called before.

Consequently, some leads slipped through the cracks.





“I had to ask callers a ton of questions to get their contact information, understand why they were calling and find out which promotion had prompted their call. It was time consuming and really annoying to people.”

The Solution

Take control of all leads with Lead Center

Skyler wanted to take better control of incoming leads. He and Josh Larsen, Marketing Manager at Top Job Asphalt, chose CallRail's Lead Center because of its ability to handle inbound and outbound interactions on one platform.

With Lead Center implemented, Skyler no longer has to switch between two separate systems. As a result, Top Job Asphalt can **eliminate its desktop phone system** entirely.

Another improvement is the ability to follow up with leads via text. Now they can easily text a picture to customers to better communicate project scope, or follow-up with leads who might not answer their phone.

Lead Center compiles all incoming calls and texts in a single inbox, allowing Skyler to respond to missed messages in a single click. This means **no more dropped leads** and a faster response time.

Lead Center **adds context to every conversation, including vital campaign and source information**. When a call comes in, he can see at a glance the source that drove the call, and other important campaign details (e.g., if a lead comes from the “Summer Paving” promo campaign, he immediately knows which discount to apply).

Skyler can also see a timeline of interactions—from a lead's first call to their most recent text—every time they contact him. It gives him a holistic view of the customer's journey. In his words, Lead Center has made engagement “absolutely seamless.”





“Today, I have a complete list of every person who’s tried to connect with us. I can scroll down this list and pick up voicemail or call them back immediately. As a result, we’re no longer dropping leads, which is a huge reason why we’re doing better this year than last.”

The Result

2x sales and \$400 in savings per month

With the help of CallRail’s Call Tracking and Lead Center, Top Job Asphalt has nearly **doubled its revenue in the past year**, growing from \$1.2 million to \$2.3 million.

In addition, the team eliminated its old Verizon desktop phone system, which amounts to **savings of \$400 per month**.

The introduction of text follow-up has had a dramatic impact on Top Job Asphalt’s closing rate. Many people who would not have otherwise picked up the phone are more responsive to text, so leads that might have gone cold are now actively closing.

This, combined with the personalized service that Skyler’s able to deliver by having the context of each call at his fingertips, has helped Top Job Asphalt secure a **total closing rate of over 30% (150% the previous year’s closing rate)**.

Skyler is also **responding to missed calls 98% faster**. Instead of needing a day or two to identify missed calls, Skyler is finding and responding to them immediately.

Today, both Skyler and Josh rest easier, knowing that they’re taking excellent care of their customers and responding to every single lead.



“Lead Center helps us build a genuine connection with leads. Instead of having to ask a bunch of repeat questions, we can get straight to the heart of what they need, which has helped us increase our revenue and closing rates, and improve customer satisfaction.”



CallRail

Take control of your leads.

Simplify your workflow and close more deals with Lead Center.

[Schedule a Demo →](#)