Recovering Missed Revenue with AI SMS & Voice Automation

Industry: Home Services
Engagement Length: 4 Months
Primary Objective: Capture and convert missed inbound leads

The Situation

The business was generating inbound calls from ads and referrals — but marketing and lead follow-up were inconsistent:

- 35–40% of calls were missed
- After-hours inquiries went unanswered
- Website form submissions waited 24–48 hours
- Follow-ups relied on manual callbacks

The issue wasn't demand — it was response speed.

Strategic Implementation

Aura implemented the **AI Package with SMS & Voice Automation**, fully integrated into the client's lead channels.

1. AI Voice Receptionist

- 24/7 intelligent call answering

- Call routing and appointment capture

- FAQ handling (pricing, service areas, availability)

2. AI SMS Follow-Up System

- Instant SMS response to missed calls

- Automated appointment booking link

- Reminder sequences before scheduled jobs

3. Lead Qualification Flow

- Basic qualification questions via SMS

- Organized tagging in CRM

- Dashboard tracking of conversion flow

The result: a **fully automated, always-on lead engagement system**.

Results After 120 Days

- **92% of inbound calls answered or responded to instantly**
- **28% increase in booked appointments**
- Drastic reduction in missed lead opportunities
- Administrative follow-up time reduced by 8–10 hours weekly

Business Impact

The business stopped leaking revenue after hours.

AI handled lead engagement 24/7, while the team focused on business hours. Leads were contacted immediately — even on evenings and weekends.

Marketing became a **predictable, revenue-driving system**.

Performance Snapshot

Here's a numeric view of the measurable impact of AI SMS & Voice over 4 months.