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Case study

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CS10

AI Revenue, Sales, Marketing and Customer Experience

An AI revenue department for a company that cannot afford three separate teams

Sector: home services, healthcare practices, restaurants, automotive, retail, hospitality and local service companies

Geography: United States. Company size: 20 to 200 employees.

Figures are measured outcomes from delivered work. The client is described by sector and geography at the client's request.

THE BUSINESS PROBLEM

The situation before we started

The client had no sales operations team, no marketing analyst and no support desk. Two people carried all three jobs, and the work that got dropped was always the follow up. Revenue leaked quietly and nobody could point to where it went.

01

Leads go cold before anyone replies

A large share of inbound enquiries wait hours or days for a first response, and the buyer has already called someone else.

02

Nobody qualifies at the front door

Every enquiry is treated the same, so the good ones queue behind the ones that were never going to buy.

03

Follow up depends on memory

Around one in ten enquiries is never followed up at all, and no report shows it happening.

04

The phone stops at 6pm

Service businesses lose evening and weekend demand because there is nobody to answer and book it.

05

Marketing spend is not tied to outcomes

Campaign performance is reported in clicks. The owner still cannot say which campaign produced paying customers.

06

Sales admin eats selling time

Representatives spend a fifth to two fifths of their day on notes, updates and scheduling rather than talking to buyers.

WHAT WE CHANGED

The issue, what we implemented, and what it moved

What was wrong	What we implemented	What it delivered
Enquiries waited hours or days for a first reply	Conversational Agents with Gemini answering web, email and voice	**50 to 90% faster lead response**
Every enquiry was treated exactly the same	Cloud Run scoring service using intent, value, Maps geography and CRM history	**60 to 90% less qualification time**
The phone stopped at 6pm and demand went elsewhere	Speech-to-Text and Text-to-Speech voice agent on after hours and overflow	**60 to 90% of appointments booked automatically**
One enquiry in ten was never followed up at all	Follow up sequences drafted by the sales agent and held for approval	**30 to 70% fewer missed leads**
Marketing was reported in clicks, not in customers	Google Ads and GA4 exports joined to bookings in BigQuery	**10 to 20% lower cost per qualified lead**
Representatives lost the day to notes and scheduling	CRM writing, booking and note capture handled by the action services	**20 to 40% less sales admin**

Middle column names the Google Cloud service that did the work. Right column is measured against the baseline captured in phase one.

SOLUTION OVERVIEW

What we built, and where we drew the line

We put one AI revenue layer across sales, marketing and customer service, because in a company this size they are the same conversation. The system answers, qualifies, books, follows up and reports, and it hands anything sensitive to a person with the context already assembled.

WHAT THE SYSTEM DOES

- Answers web, email and voice enquiries at any hour and captures structured detail
- Scores and routes leads on intent, value and urgency
- Books appointments directly against real technician or clinic availability
- Drafts personalised follow ups and holds them for approval
- Ties every campaign to booked revenue rather than to clicks

WHAT THE SYSTEM NEVER DOES

- Quotes a price outside the rules the business has published
- Commits to a delivery date the schedule cannot support
- Handles a distressed or safety related call, it escalates immediately
- Sends a bulk campaign without a named human releasing it
- Stores payment card details at any point in the conversation

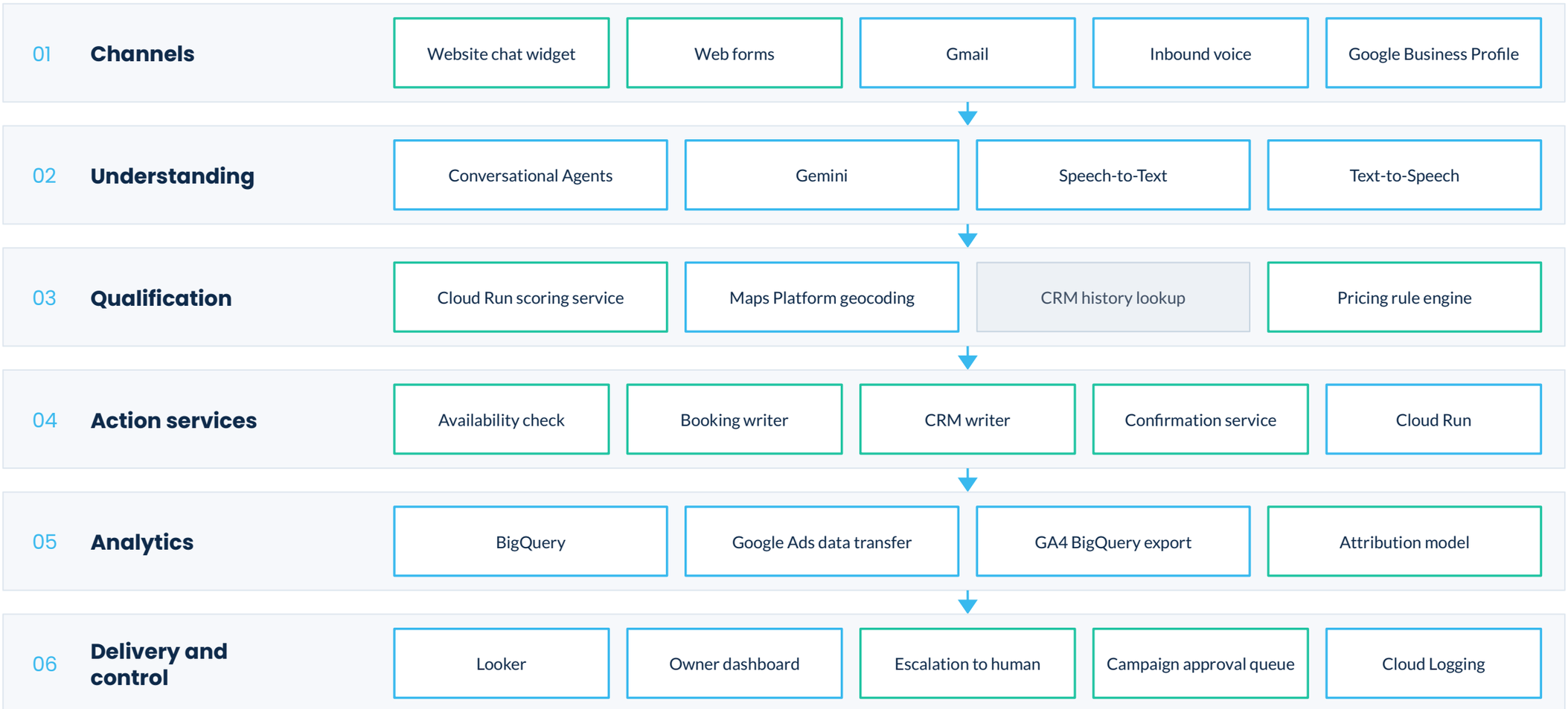
ARCHITECTURE

How the platform is put together

01	**Channels**	Website chat, web forms, inbound email, inbound voice and Google Business Profile enquiries arrive on one queue
02	**Understanding**	Conversational Agents with Gemini handle intent, entities and urgency. Speech to Text and Text to Speech carry the voice channel
03	**Qualification**	A scoring service combines intent, stated value, geography from Maps Platform and history from the CRM
04	**Action**	Cloud Run services create the CRM record, check availability, book the slot and issue the confirmation
05	**Intelligence**	BigQuery joins Ads, Analytics, CRM and booking data so cost per booked job is a real number
06	**Delivery**	Looker gives the owner pipeline, response time and campaign return in one place

Google Cloud services used Gemini · Conversational Agents · Speech to Text · Google Ads · Analytics · Maps Platform · BigQuery · Looker · Cloud Run

The components and how they connect



RUNTIME DATA FLOW

What happens when the phone rings at 10:45pm

01

Answer

The voice agent picks up and Speech-to-Text streams the caller's words.

02

Understand

Gemini classifies intent, urgency and service type from the transcript.

03

Locate

Maps Platform validates the address and returns the service area.

04

Qualify

The Cloud Run scoring service combines intent, value and CRM history.

continues

05

Check

The availability service reads live technician capacity for that skill and area.

06

Book

The booking writer holds the slot and reads the arrival window back.

07

Confirm

Text and email confirmation go out and the job enters the field system.

08

Brief

The technician brief and the CRM record are written with the full call context.

The agent never quotes outside the published pricing rules and never takes card details.

CAPABILITIES

Three agents that share one customer record

Sales agent

- Captures and qualifies every enquiry
- Scores intent and likely value
- Creates the CRM opportunity
- Drafts the follow up sequence
- Prepares the pre meeting brief

Marketing agent

- Reads Ads, Analytics and Search data
- Compares cost per qualified lead by channel
- Writes ad copy, landing pages and email
- Flags campaigns that are underperforming
- Produces the weekly marketing report

Service agent

- Answers FAQs, order and job status
- Books, moves and cancels appointments
- Handles returns and basic troubleshooting
- Escalates complaints with full history
- Runs on voice, chat and email

Shared layer

- One customer record across all three
- One availability calendar
- One approval and audit trail
- One reporting model in BigQuery
- One escalation path to a human

WORKED EXAMPLE

A plumbing customer calls at 10:45pm

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01 Understand

The voice agent identifies a burst supply line rather than a routine service request.

02 Triage

It classifies the job as urgent, because water is still running and the customer cannot isolate it.

03 Locate

It captures and validates the address, then checks which on call technician is nearest.

04 Book

It confirms the slot against live availability and reads the arrival window back to the customer.

05 Confirm

It sends the confirmation by text and email, and creates the job in the field system.

06 Brief

It writes the technician brief with symptoms, address notes, access details and likely parts.

The company captured a job it would otherwise have lost to voicemail, and the technician arrived already knowing what to expect.

SECURITY, CONTROL AND GOVERNANCE

The controls that make this deployable in a real business

Consent and recording

Voice calls carry a recording notice and consent capture that matches state law.

Payment data

The agent never takes card details. Payment always moves to a hosted, compliant channel.

Escalation rules

Distress, safety and legal language triggers an immediate handover to a person.

Approval gates

Outbound campaigns and any discount outside policy need a named human release.

Identity

Agents authenticate to the CRM and scheduling systems with scoped service accounts, not shared logins.

Audit

Every conversation, decision and booking is logged with the reasoning and the data used.

DELIVERY

How the engagement ran

Weeks 1 to 3

Capture and qualify

Web and email capture went live with scoring and CRM creation. The owner saw response time and lead leakage measured for the first time.

Phase 1

Weeks 4 to 7

Voice and booking

The voice agent took over after hours and overflow calls and began booking against live availability.

Phase 2

Weeks 8 to 11

Marketing intelligence

Ads, Analytics and booking data were joined in BigQuery, so cost per booked job replaced cost per click.

Phase 3

Weeks 12 onward

Optimise

Follow up sequences, campaign recommendations and service automation were tuned against measured conversion.

Phase 4

Every phase ended with something the customer could use. No phase ended with a document only.

RESULTS

What the engagement delivered

Revenue KPI	Where it applies	Result delivered
Lead response time	Sales	**50 to 90% faster**
Lead qualification time	Sales	**60 to 90% reduction**
Missed leads	Sales	**30 to 70% reduction**
Lead to opportunity conversion	Sales	**10 to 25% improvement**
Sales representative admin time	Sales	**20 to 40% reduction**
First response time	Service	**60 to 90% reduction**
Inquiries resolved by AI	Service	**40 to 70%**
Appointment booking automation	Service	**60 to 90%**
Cost per qualified lead	Marketing	**10 to 20% reduction**
Content and campaign production time	Marketing	**50 to 80% reduction**

Each figure is measured against the baseline captured in phase one of the same engagement. Client identity is withheld at the client's request.

HEADLINE RESULTS

The five numbers this engagement moved

50 to 90%

Faster lead response

40 to 70%

Inquiries resolved by AI

10 to 25%

Better lead conversion

20 to 40%

Less sales admin

60 to 90%

Appointments booked automatically

What that looked like in this business

This home services client receives about 1,000 enquiries a month. Before we started, roughly 15 percent got a delayed response, 20 percent needed manual qualification and 10 percent were never followed up at all. The platform now handles 400 to 700 of those interactions a month and most of that leakage has closed.

GOOGLE CLOUD IMPACT

Three layers of measurement in every engagement

01 Business impact

Revenue, cost, productivity, downtime, inventory and customer experience. This is what the customer signed for.

02 AI impact

Automation rate, response time, prediction accuracy, resolution rate and human hours returned. This is what proved the system worked.

03 Google Cloud impact

Consumption and adoption the deployment created. This is what grows the account.

CONSUMPTION THIS DEPLOYMENT CREATED

- Gemini and Conversational Agents sessions per month
- Speech to Text and Text to Speech minutes
- Google Ads spend under AI optimisation
- Analytics properties connected
- Maps Platform API calls
- BigQuery queries and storage
- Cloud Run requests per month

WHERE IT FITS

The businesses this solution is built for

This solution is designed for home services, healthcare practices, restaurants, automotive, retail, hospitality and local service companies. Geography: United States. Company size: 20 to 200 employees.

Home services

Healthcare practices

Restaurants

Automotive service

Retail

Hospitality

Professional services

Local service companies

The common shape

These businesses all have real operational complexity and no in house platform team. They already pay for the systems that hold the data, and they have never had a way to use it together. That is the gap this solution closes.

What we flagged before we started

RISKS WE MANAGED EXPLICITLY

A bad voice experience costs more than no voice agent

We pilot on after hours and overflow first, and we hold a hard escalation path to a person from day one.

Call recording law varies by state

Consent capture and retention are configured per state before the voice channel goes live.

Scoring is only as good as the outcome data

Lead scores need closed won and closed lost history to calibrate. Early scores are directional and we say so.

Attribution will contradict what the owner believes

Joining Ads to booked revenue often changes which channel looks good. We agree the definition of a qualified lead in writing first.

Automation can outrun capacity

Booking more jobs than the crew can serve damages the brand. Booking limits are tied to real capacity, not to demand.

WHAT WE SETTLED IN DISCOVERY

- Which CRM and scheduling system are in use, and can both be written to by API?
- What are the published pricing rules the agent is allowed to quote inside?
- Who releases outbound campaigns, and what is the approval window?
- Which states does the business operate in, for call consent configuration?

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Let us talk about your operation

The next step we would suggest is a two week assessment against your own data. It tells you which of these numbers are reachable in your business before you commit to a programme.

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Disclaimer

This document describes work Tech4Biz Solutions has delivered. The performance figures shown were measured after implementation against a baseline captured during phase one of the same engagement. They describe what this client achieved and they are not a warranty of the same outcome elsewhere.

Results in another business will depend on the quality and completeness of its existing data, the systems in use, the level of process change it is willing to make, and the licence tiers held for the underlying platform services.

Client identities are withheld at the client's request. Sector and geography descriptors are provided in place of names, and figures are reported as measured.

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