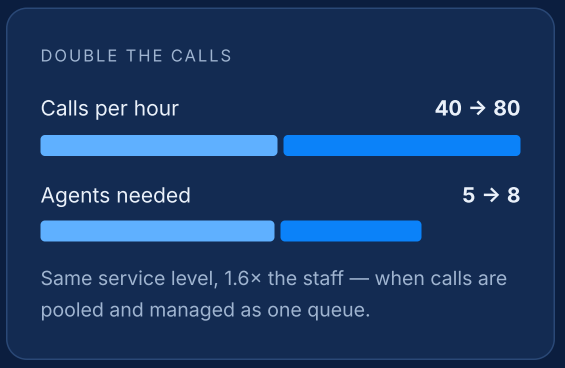
Service ProCall

FOR OWNERS OF HVAC, PLUMBING & ELECTRICAL COMPANIES

Building a Call Operation That Scales

The infrastructure decisions that separate growing businesses from stalled ones — and how to handle 2× the calls without 2× the headcount.

9-minute read · Systems, scripts, KPIs and staffing models



01 · THE ONE-MORE-CSR TRAP

Hiring one more CSR isn't a call strategy

Most home service companies scale their phones the same way: wait until the CSRs are drowning, then hire one more. It feels responsible, and for a while it works. Then the next growth spurt arrives, the new hire quits, a busy season hits, and the business is right back where it started — answering most calls, missing the ones that matter, and with the owner covering the phones on Saturday.

The companies that break through treat the phones as an operation, not a seat. They build five things: **staffing based on queue math, systems that route and record every call, scripts that make every agent consistent, KPIs reviewed weekly, and a staffing model that flexes**. Get those right and call capacity stops being the ceiling on growth.

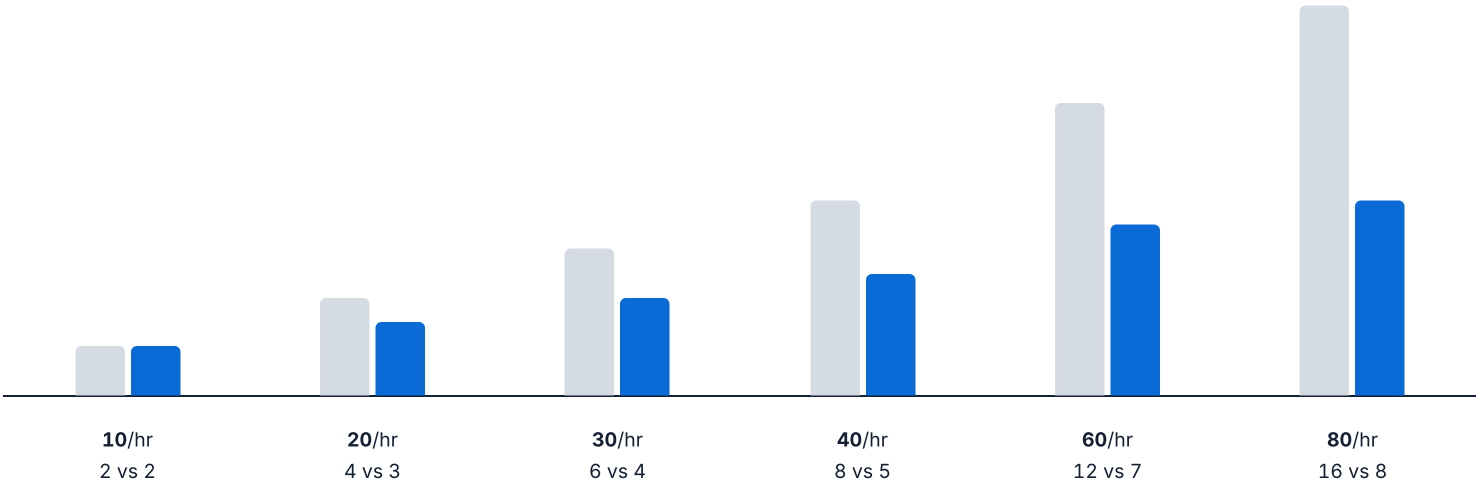
02 · STAFFING BY THE NUMBERS

Call volume and headcount don't grow in a straight line

Contact centers staff with a well-established queueing model called Erlang C. It answers one question: given how many calls arrive per hour and how long each takes, how many people do you need to answer a target share quickly? The answer surprises most owners.

Because a larger team absorbs random spikes better than a small one, **each additional agent handles more calls than the last**.

FIGURE 1 · AGENTS NEEDED VS. "ONE CSR PER X CALLS" THINKING



Our calculation. Assumes a 4-minute average handle time and calls arriving at random within the hour. Real staffing also needs shrinkage for breaks, training and absence.

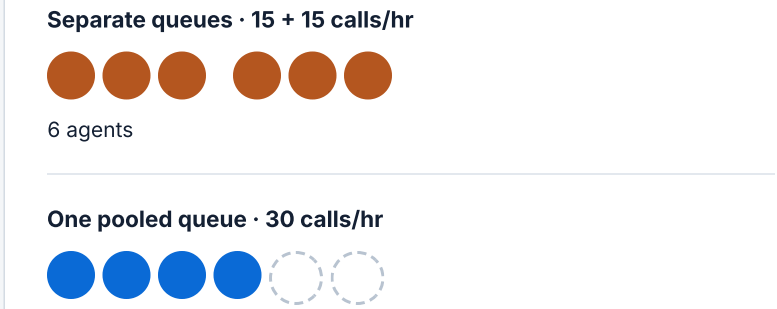
03 · POOL YOUR QUEUES

Two small teams cost more than one bigger one

The same math explains why splitting phones by location, trade or "my CSR answers my line" is expensive. Two separate queues taking 15 calls an hour each need six people to hit the 80/20 standard. Pool the same 30 calls into one queue, with agents trained across both, and four people do it.

Pooling only works with the right systems: shared routing, a single view of the schedule, and scripts that let any agent handle any call. That is the infrastructure in the next section.

FIGURE 2 · SAME 30 CALLS AN HOUR, TWO WAYS



Erlang C, 4-minute handle time, 80% answered within 20 seconds.

04 · SYSTEMS

The five-layer call stack

Every scalable call operation, in-house or outsourced, runs on the same layers. Weakness in any one of them caps the whole operation.

FIGURE 3 · WHAT SITS UNDER EVERY BOOKED CALL

5 · Reporting & KPIs	Weekly scorecard by source, hour, agent and outcome
4 · QA & coaching	Recorded calls scored against the script, coached weekly
3 · Scripts & call flows	Every call type has a path that ends in a booking or a handoff
2 · Integration	Agents see history and book live in your field-service software
1 · Routing & telephony	Call tracking, queues, overflow rules and after-hours routing

05 · SCRIPTS

Scripts make every agent your best agent

Scripts are not about sounding robotic. They are about making sure every caller is asked the same qualifying questions, offered the same options and booked the same way — regardless of who picked up. A good call flow fits on one page and covers every call type you get.

FIGURE 4 · A SIMPLIFIED INBOUND CALL FLOW



06 · KPIS

The weekly scorecard

What gets measured weekly gets managed. These are the numbers we track for every client, with common starting targets. Set your own after a month of baseline data.

KPI	WHAT IT TELLS YOU	STARTING TARGET
Answer rate	Share of inbound calls answered by a live person	95%+
Service level	Share answered within a set time	80% in 20 sec
Abandonment rate	Callers who hang up while waiting	Under 5%
Booking rate	Booked jobs ÷ bookable calls — the sales number	Track by source
Speed to lead	Time from web lead to first call	Under 5 min
Average handle time	Talk + wrap time per call; drives staffing	Trend, not target
QA score	Script adherence on scored calls	Set per scorecard

Four stages — and where each one breaks

FIGURE 5 · THE STAFFING LADDER



1 · Owner & office

Whoever's free answers.

Breaks: the first busy week.

2 · One or two CSRs

Dedicated people, fixed hours.

Breaks: spikes, turnover, evenings.

3 · In-house + overflow

Core team plus a partner for overflow and after hours.

Breaks: when handoffs aren't integrated.

4 · Managed operation

Dedicated agents, pooled coverage, one scorecard — in-house, outsourced or hybrid.

Scales with the business.

There is no single right model. What matters is choosing deliberately before the phones choose for you, and making sure whatever you choose has the layers from Figure 3 underneath it.

BEFORE YOUR NEXT HIRE

Five questions to answer

1. How many calls arrive in your busiest hour, and what is your average handle time?
2. Are your phones one pooled queue, or several people each answering their own line?
3. Can every person who answers see customer history and book into the live schedule?
4. Is there a written call flow for every call type — including emergencies?
5. Who reviews the KPI scorecard each week, and what happens when a number slips?

SERVICE PROCALL

The call operation, already built.

Routing, integration, scripts, QA and a weekly scorecard — with dedicated and shared agents that grow with your call volume.

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METHOD

Staffing figures calculated with the standard Erlang C queueing formula at a 4-minute average handle time and an 80%-in-20-seconds service level. KPI targets are common industry starting points, not guarantees. © Service ProCall.