

EXECUTIVE BUSINESS CASE · HOME SERVICES

The cost of inaction in home services

A missed emergency call is a job that goes to the competitor who picked up.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

HVAC, plumbing, and electrical demand is urgent and time-sensitive. A missed call is a lost job; dispatch delays cost trust; and after-hours leads leak to whoever answers first.

What one quarter of waiting costs

Hidden cost	What it means in home services
Missed emergencies	Urgent calls unanswered go to a competitor.
Dispatch delays	Slow triage and scheduling cost jobs and trust.
After-hours leakage	Night and weekend leads go unhandled.
Lead loss	Un-qualified inbound never converts to booked work.

What automating unlocks

Teams that close the gap see –90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another quarter.

Build the home services business case — book a demo at www.hirefinn.ai/bookademo

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