



MEERA.ai

Case Study

How One HVAC Company
Improved Sales By 22% with
Meera's AI Texting





About

This leading home services company provides heating, ventilation, and air conditioning (HVAC) solutions in the St. Petersburg and Tampa Bay areas. With over 30 years of experience, their team of highly trained technicians works to provide its customers with an exceptional level of service.

The company's mission is to ensure the comfort and satisfaction of customers by offering reliable and fast service for AC unit repairs, general maintenance, new installations, and emergency calls.

The company prides themselves on being available seven days a week, providing same-day service to help keep homes and business comfortable year round.

Challenge

The company operates in the competitive HVAC space where responsiveness, on-demand availability, and reliability are top of mind for customers looking for the right service provider.

They already knew they provided a high quality service to their customers. The challenge was increasing sales in the competitive home services space.

Initially, they tried to focus on increasing availability of their technicians, but this put additional strain on the work-life balance of their teams. This led to an influx of off-hours inquiries that required additional support from the team.

While this increase in potential new business was good – the company quickly identified that it needed a more scalable way to respond, qualify, and turn these inquiries into booked service calls without putting more strain on their teams.



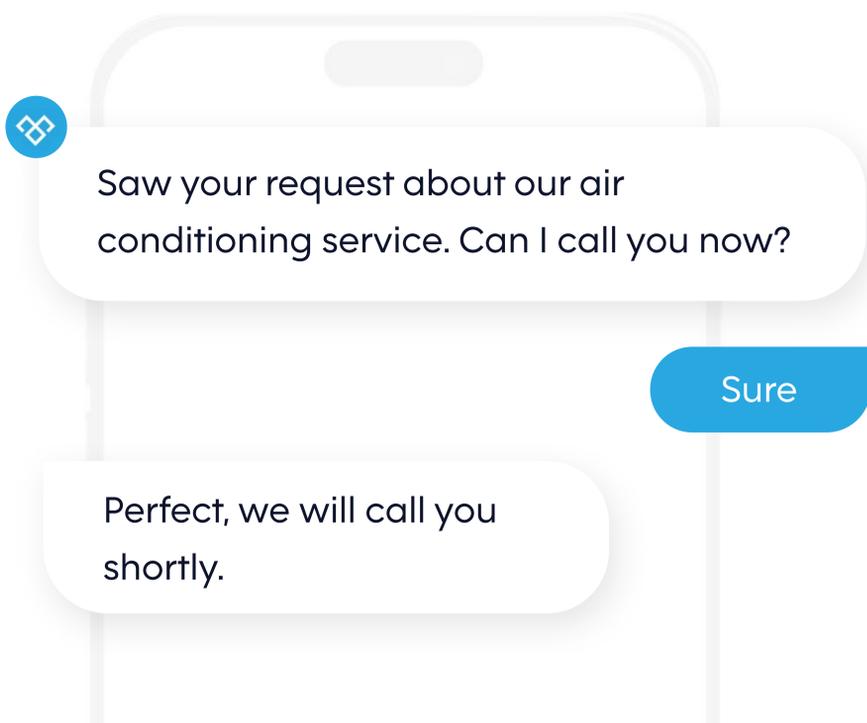


Solution

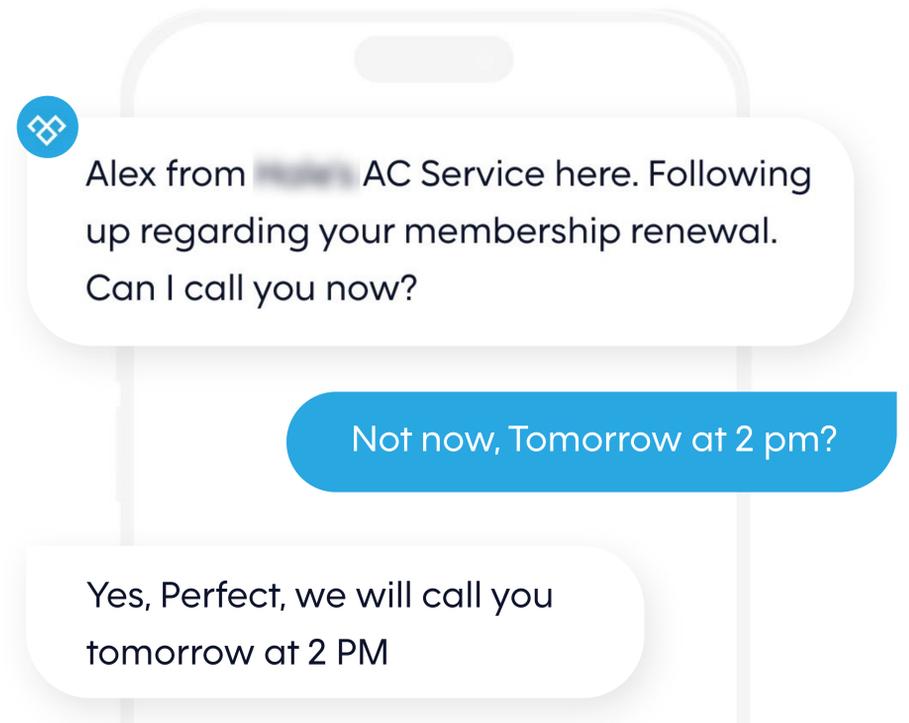
The business started looking at sales automation tools to see how they could streamline engaging new leads. Meera's AI texting platform quickly became the frontrunner after seeing how it could automate many parts of the sales outreach process.

Not long after, they implemented Meera to create an AI marketing automation strategy that included:

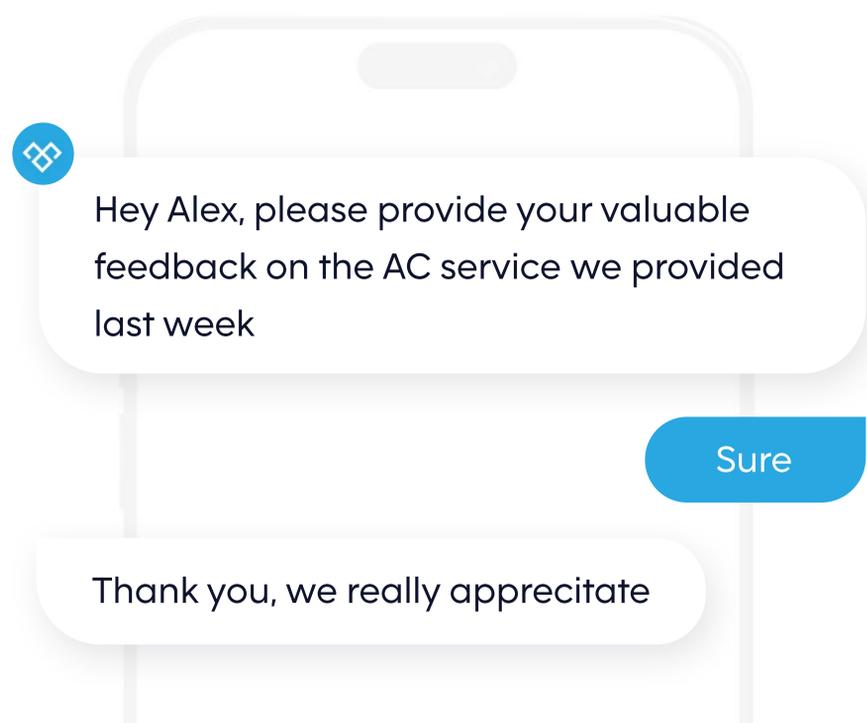
Using SMS channels to engage new leads after hours



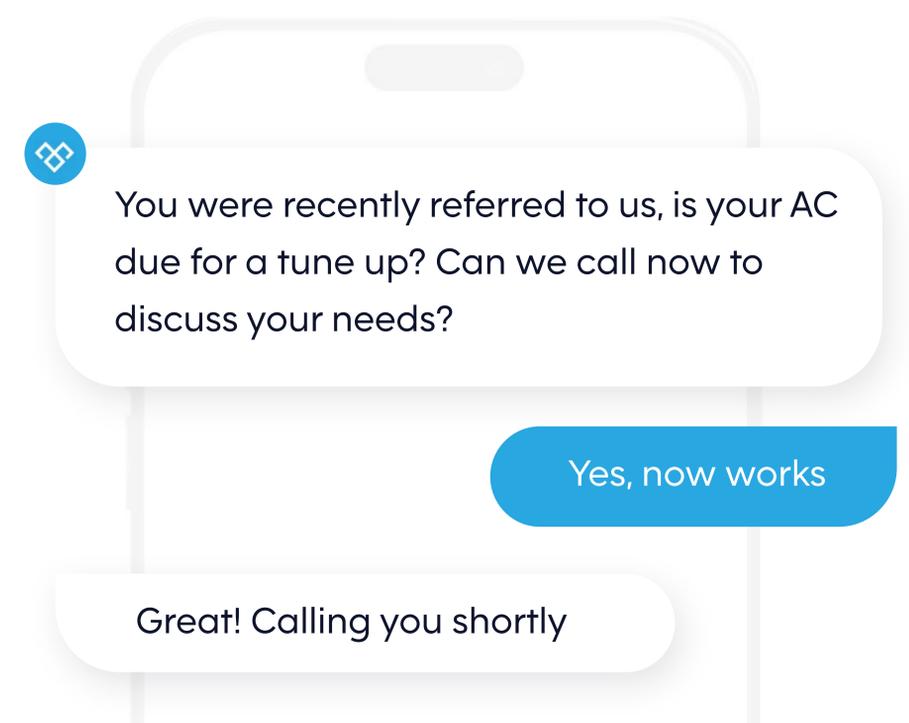
Engaging prospects to book appointments during business hours



Sending personalized messages to collect feedback



Connecting potential customers with the sales team when needed





Results

Meera allowed this HVAC services company to drive double-digit growth in sales by optimizing their sales outreach process.

With Meera, the company was able to help both their sales and technician teams during and out of business hours by automating customer interactions. For more complex scenarios requiring a human touch, Meera would offer to call and transfer the lead to the company's sales team. All of these steps directly supported their lead buying strategies by improving both their contact rates and total booked meetings.

Initial campaigns resulted in an impressive **22%** increase in total sales. Plus, **56%** of new leads booked an appointment.

Embracing sales automation also improved employee satisfaction at the company. By automating initial lead outreach with Meera's conversational AI texting — employees were able to strike a better work-life balance. They could now enjoy their evenings and weekends without worrying about wasting new leads, losing business, and always being available.

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About Meera

Meera uses conversational AI and text messaging to automate manual sales outreach and lead engagement.

Our AI-powered platform eliminates 80% of the busy work by sending personalized messages to your leads, automatically booking meetings, taking care of back-and-forth communications, and looping in humans at the perfect time.

Discover why leading financial services companies use Meera's friendly, human-like outreach to qualify, nurture, and engage leads.

