

## UPCALL & BUILDZOOM CASE STUDY

### OUTBOUND CALL TASKS AT SCALE

The only human-powered platform empowering marketing & sales managers with scalable calling campaigns. Qualify and convert thousands of users over the phone with a local and human touch!



#### Company profile

BuildZoom: The "Uber for Remodeling"

BuildZoom is a double-sided marketplace. BuildZoom helps homeowners who have construction needs to find and hire licensed contractors to fulfill those needs.

#### Key data

Industry: Marketplaces · Construction · Home Renovation  
 Employees: 100 employees  
 Customers: 24 million  
 Building Permits: 110 million  
 License Records: 3.5 million  
 Location and coverage: USA  
 www.buildzoom.com

#### BuildZoom's needs and challenges



BuildZoom works within a double-sided marketplace: consumers who are looking for contractors to help them complete projects and contractors who are available to work on those projects. BuildZoom needed help expanding both sides of their marketplace; however, building out an internal team to handle the outbound call volume needed would prove costly and take too long to set up.

#### 2 main challenges faced by BuildZoom:

1. Grow the number of in-network contractors  
 The supply of contractors needed to keep pace with the demand for projects to be completed in each region. Digital marketing channels were proving ineffective with this specific audience. Contractors didn't read emails often enough and mostly ignored online ads. The phone was by far the best way to get ahold of them.
2. Verify which project was completed by an in-network contractor by engaging existing users  
 BuildZoom needed to know if a project that was listed on their site was completed by a contractor within their network. Follow-up calls to consumers were required in order to determine this.

#### Campaign 1: Grow the number of in-network contractors through Upcall

**Goal:** generate qualified leads (contractors) and set appointments with them to expand the Affiliated Network of the BuildZoom Marketplace

BuildZoom needed to reach out to all contractors within a specific geographic region to qualify them and convert them on the BuildZoom marketplace. BuildZoom needed to find out 3 key things about each contractor:

- Can the contractor complete the specified type of project work?
- What is the size of the project the contractor will work on?
- Is the contractor interested in doing this kind of work now or in the future?

Once a contractor is qualified, the next step is to set an appointment for them to discuss the project in further details and get signed up on the BuildZoom portal. This ensures the contractor future business plus a way for BuildZoom to generate revenues from the commissions they charge for matching customers and contractors.

#### Context and main pain points:

BuildZoom needed to develop an outbound call campaign, to expand its reach and generate leads within a set budget and timeframe.

- Number of Contacts to reach: 8000 leads every 4 weeks
- Existing Operations Team work on the project: 2 people
- Staffing: BuildZoom didn't have the staffing capacity to reach all the contractors within a specific timeframe
- Time: BuildZoom needed to reach each contractor on their list within 24 hours or less
- Cost: hiring full-time employees/SDRs for this kind of outreach was not cost effective for BuildZoom
- Channel: email was ineffective - not fast enough and low conversion rate

#### Upcall's solution

A cost effective and scalable outbound call campaign powered by top US-based callers who qualified thousands of leads and set appointments over the phone.

- Campaign initial set-up time:** less than 5 days
- First Campaign Completion:** within 4 weeks
- Total Callers:** 6
- Urgency:** same month
- Integration:** API
- Attempted calls per contact:** 5
- Voicemail:** none
- Target:** BtoB - Independent professionals
- Local Presence Caller ID:** yes

#### Main Results

**Successful contractors reached = 3343**

**Successful connexion rate = 42%**

Upcall has helped BuildZoom qualify 3343 contractors spread all over the US. Among those contractors, Upcall has set **340 appointments** with them, resulting in hundreds of new affiliated partners to the BuildZoom platform.

#### Key calling performance metrics:

- About 700 calls made/day
- Max call capacity reached: 2226 calls/day



#### Campaign 2: Verify which projects were completed by an in-network contractor and engage existing customers

**Goal:** Following-up with homeowners after 6 months provided two opportunities that BuildZoom wanted to capitalize on:

- Determine if the project was completed by an in-network contractor. This allowed BuildZoom to realize the revenue that was generated from facilitating the logistics behind the project (commission).
- Opening the opportunity to upsell the homeowner on additional services provided by the contractor. This in turn would lead to additional revenues generated for BuildZoom, acting as the service which facilitated the logistics behind the project.

Engagement at this stage in the customer lifecycle was key to the success of recurring revenues for BuildZoom. A consistent amount of consumer demand would lead to higher retention from the in-network contractors.

#### Context and main pain points:

Construction is seasonal. This meant that BuildZoom needed to run short-term, high-volume, blitz-like campaigns while maintaining a high-quality, one-to-one feel with their customers on both sides of the marketplace.

- Volume: reach 3000 customers within 4 weeks
- Staffing & cost: hiring an internal staff did not make sense as campaigns were seasonal and the cost of hiring full-time was not cost efficient
- Channel: email had low open rates. It was not the best channel to engage and upsell the customer for high-value deals such as remodeling and home construction
- BuildZoom customers were located all over the nation. BuildZoom tested internally to reach out to customers over the phone but lacked the technical tools to optimize pick-up rates and dialing performances. Customers wouldn't answer the phone when they saw an unfamiliar or non-local number on their caller ID.

#### Upcall's solution:

A cost effective and scalable outbound call campaign powered by experienced US-based callers. Seamless backend integrations through Upcall's API allowed Upcallers to get access to the outcome of homeowner's projects, define customer satisfaction level and identify opportunities to upsell additional services.

- Campaign set-up time:** 5 days
- Campaign completion:** within 4 weeks
- Callers:** 5
- Urgency:** same month
- Attempted calls per contacts:** 5
- Voicemail:** none
- Local Adaptive Caller ID:** yes
- Target:** B2C - Homeowners

#### Results:

Total customers on list = 2984 contacts

**Successfully qualified leads = 1040**  
 (~35% conversion)

Upcall reached out to 2984 homeowners in less than 4 weeks. Upcall was able to qualify 35% of these customers as homeowners who did, in fact, use an in-network contractor to complete their construction projects.



#### Global solutions & key results achieved by Upcall:

- Upcall assigned a Customer Success Manager to assist BuildZoom in building out multiple campaigns based on customer segments and other parameters each with their own script to better organize their marketing efforts while providing professional industry insights and best practices in running a successful campaign.
- Upcall provided the accurate amount of Upcallers to reach out to 10,000 contacts (up to 5 call attempts per contact) in any given month.
- Upcall provided BuildZoom with the Upcall API to allow BuildZoom to build a sales process that no longer allowed customers to slip through the cracks and abandon the sales process without a follow-up call from a human team member located in the U.S.
- BuildZoom used custom call times and Upcall's adaptive caller ID which reflected a local area code based on the number dialed to increase their customer call pickup rate and conversion rate.
- BuildZoom saved campaign templates for seasonal Upcall campaigns which also included instructions and training content for Upcallers, so that they could review it before making dials on that specific campaign.
- Upcall's on-demand model allowed BuildZoom to scale their campaign (and business) as needed without the worry of "hiring" additional Upcallers.

"Upcall is designed perfectly to help a company scale a process from 1-10, then 10-100 and then beyond. We've had hugely positive returns and see Upcall playing a key role in our continued growth. Upcall's team is super responsive and has gone above and beyond to help us achieve the outcomes we're looking for."



James Dunbar  
 Operations Manager, BuildZoom

Trusted by :



Upcall

www.upcall.com  
 +1 888-318-1336  
 sales@upcall.com  
 188 King Street  
 San Francisco, CA 94107

