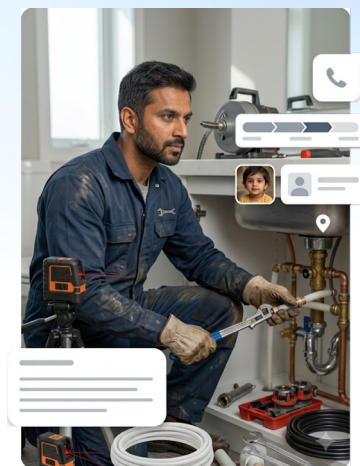


Smarter After-Hours, Lower Overhead Costs

How Michigan Power Rodding replaced its answering service with net2phone's AI Agent to route the right jobs to the right people, faster.



A privately owned Michigan Power Rodding has spent over 20 years perfecting their drain cleaning service so problems are solved quickly and professionally, and the job is done right the first time. The team is highly trained, dedicated, friendly people who are always on call to serve customers. By continuously striving to exceed customers' expectations, Michigan Power Rodding is now the leading drain cleaner in Washtenaw County.

Industry

Utilities

Size

Small Business
(1-100)

Introduction

Michigan Power Rodding is a plumbing company where the most important calls often come at the worst hours. A backed-up line or a flooding basement doesn't wait for business hours, and for a plumbing operation, how quickly you respond to an after-hours emergency, and how well you tell a true emergency from a call that can wait until morning, has a direct line to both customer trust and the bottom line.

Scenario

Michigan Power Rodding's single biggest challenge was slow response times outside of business hours. Like many small operations, they'd been relying on an outside answering service to field overnight and weekend calls. It caught the calls, but it treated them all the same, leaving the team to sort out after the fact which callers genuinely needed a plumber dispatched immediately and which could hold. That combination of lag and cost was exactly the kind of recurring drag on the business that a VP watching operations closely wants to fix.

They'd already tried an automated tool from another vendor and it hadn't solved the problem. So when they evaluated net2phone's AI Agent, the deciding factor was cost-effectiveness - a smarter approach to after-hours calls that didn't carry the price tag of a live service.

Outcome

Michigan Power Rodding now uses net2phone's AI Agent to handle after-hours emergency calls on voice. When a call comes in, the Agent gathers the essentials - the caller's name, address, phone number, and the nature of the problem - then prioritizes each one based on whether the caller is a VIP, commercial, or residential customer. Based on that priority level, it notifies the VP directly by call, text, or email, so the most urgent jobs surface immediately instead of sitting in a message queue.

By the company's own account, the Agent is better than their old answering service at determining which jobs need immediate attention, turning after-hours triage from a manual sort into an automatic one. And it does it for less: the switch saves the business \$150 to \$200 every month, recurring savings on exactly the cost that prompted the search.

By putting smarter prioritization and lower cost behind its most time-sensitive interactions, Michigan Power Rodding built a leaner, faster after-hours operation, and a foundation it can extend to more of its call flow as new needs arise.

Key Statistics

\$150-\$200

monthly savings

10%

interactions handled automatically

We're a plumbing company and we use the net2phone AI Agent to handle after-hours emergency calls. It's actually better than our old answering service at determining which jobs need immediate attention — and it saves us \$150 to \$200 a month. The cost-effectiveness and smarter prioritization made it an easy switch.

- Gregg Greene, Vice President, Michigan Power Rodding