

# How a Leading Home Renovation Platform Reduced Lead Response Time by 45% and Built a Scalable Presales Engine

- **45%** Reduction In Lead Response Time
- **~28%** Presales Team Optimization
- **93%** AI-Led Qualification Accuracy
- **~60%** Connectivity Rate Through AI

## One of India's Fastest-Growing Home Renovation Marketplaces

A leading home improvement and renovation platform was facing a critical bottleneck in its presales engine. Despite receiving a high volume of daily inquiries for high-ticket projects, customers were waiting too long for the first response. As lead volumes increased, the gap between enquiry and callback widened, directly impacting engagement and conversion.

Skilled presales agents were spending most of their day filtering low-intent, invalid, or early-stage leads instead of focusing on serious buyers. Speed-to-lead suffered, operational costs increased, and disposition accuracy remained inconsistent. The business needed a faster, more reliable way to engage and qualify leads at scale.

## Challenges Impacting Sales Velocity

### Delayed First Contact

Customers often waited hours before receiving a callback. In a competitive category, delayed engagement reduced trust and gave competitors a clear advantage.

### Increase in Time Spent on Low-Intent Leads

A large share of inbound inquiries consisted of junk leads, budget mismatches, unreachable contacts, or long-horizon planners. The manual filtering of inbound leads consumed agent bandwidth.

### Agent Fatigue and Misaligned Effort

Highly trained agents were stuck performing repetitive screening tasks. This led to burnout, lower productivity, and inconsistent customer experience.

### Inaccurate Lead Disposition

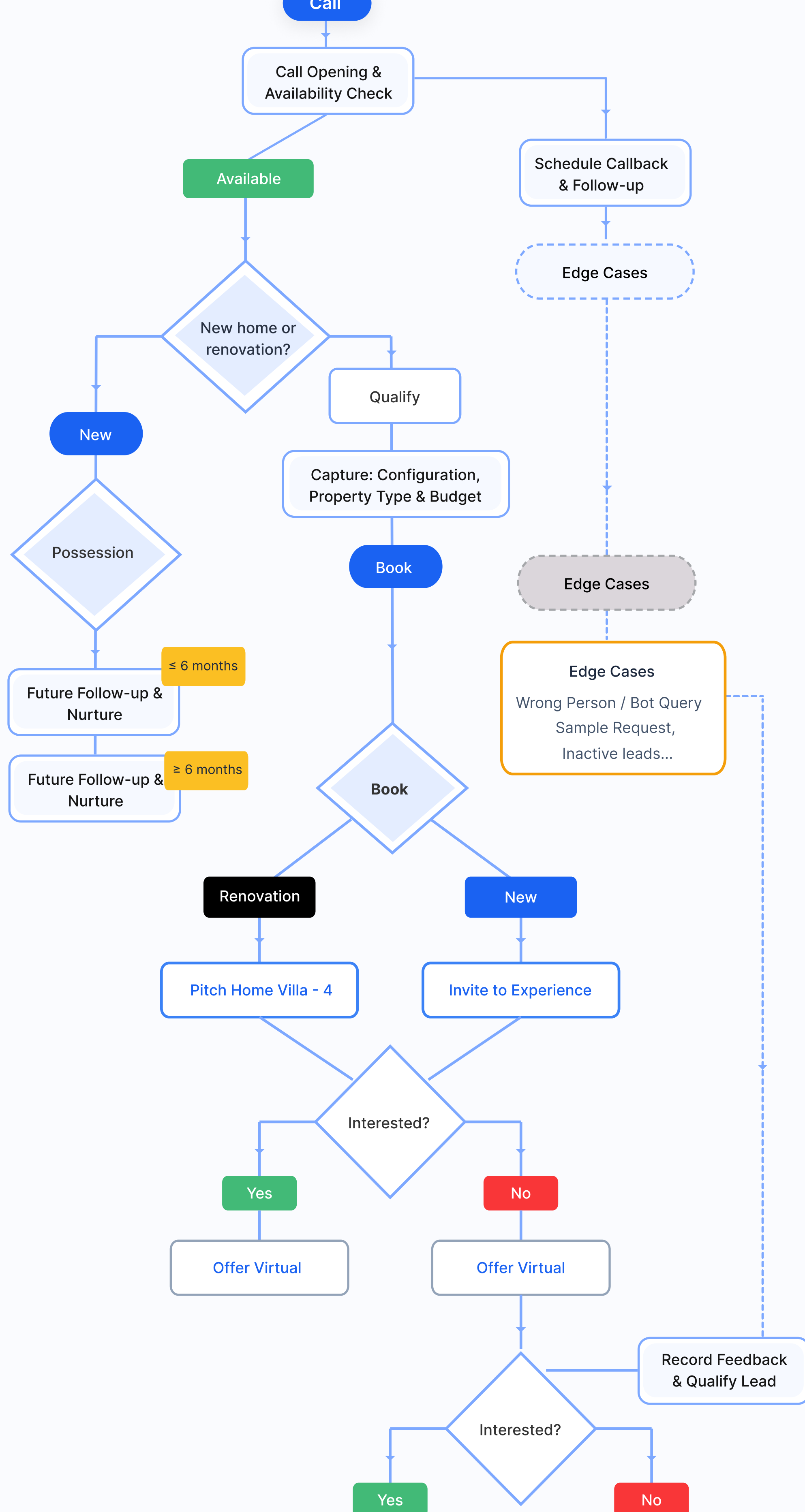
Manual classification accuracy hovered around ~85%. High-quality leads were sometimes discarded, while poor leads were passed forward, polluting the pipeline.

### Rising Cost of Inbound Operations

Scaling presales headcount to match lead growth was increasing cost-per-acquisition and limiting profitability.

## Need of the Hour: Speed, Accuracy, and Scale

The company required an always-on system that could instantly engage leads, accurately qualify intent, reduce dependency on manual filtering, and provide clean, actionable CRM data for sales teams.



## A Single Fix for Multiple Issues: Convin's AI Phone Call Solution

### Instant Engagement

Every time a lead submitted an enquiry, Convin triggered an AI phone call within minutes. If the customer could not take the call, the AI scheduled a callback and retried up to three times within thirty minutes, spaced ten minutes apart. This ensured the first contact happened while intent was still high, without adding load on the presales team.

### AI-Led Qualification

Once connected, the AI ran a short, natural conversation to capture the essentials, including budget band, scope, timeline, location, and project type. It also used conversation signals such as call duration and response quality to separate browsing leads from purchase-ready leads, so the team spent time only where intent was real.

### Smart Lead Routing

Qualified, high-intent leads were routed immediately to the right consultant or team. Partially qualified leads were moved into follow-up and nurture with clear tags. Low intent, invalid, or non-actionable leads were filtered out early, keeping the pipeline clean and conversion-focused.

### Structured CRM Handover

Instead of handing off just a phone number, the system pushed an enriched lead profile into the CRM. Agents received captured details, conversation context, and a clear disposition tag to start the next conversation prepared. If the AI could not connect within the attempt cycle, the lead was automatically routed to an agent for manual follow-up, so no enquiry went cold.

### AI call flow and qualification routing

The workflow below shows how inbound enquiries are moved from the first call to qualification, routing, and closure. It was designed to connect fast, capture structured intent signals, and move every lead into a clear next step.

## The Outcome

- **45%** Reduction in Lead Response Time
- Customers were reached within minutes
- **~28%** Presales Team Optimization

Convin's AI-powered solutions helped absorb repetitive screening, allowing the company to operate with a leaner team.

### Improved Qualification Accuracy

AI-led disposition accuracy improved to ~93%, creating a cleaner and more reliable pipeline.

### Higher Connectivity Rates

Faster outreach lifted connectivity to nearly 60%.

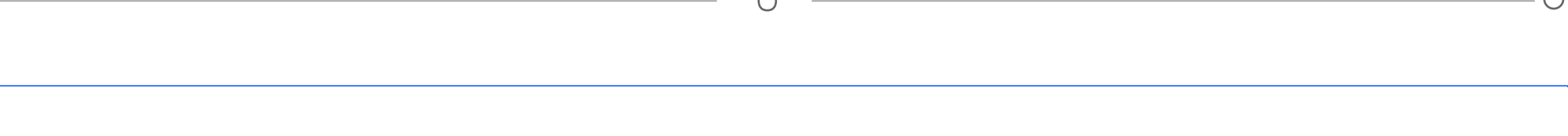
### Lower Operational Cost and Higher Productivity

Agents are now focused primarily on revenue-driving conversations, improving morale, and efficiency.

### Convin's AI-powered Solution Detected Lead Drop-Off Insights

Across **~1,200** daily inquiries, Convin identified:

- Browsing or research-only leads (**~25%**)
- Budget mismatches (**~20%**)
- Unreachable contacts (**~20%**)
- Long-horizon planners (**12-17%**)
- Location mismatches (**~10%**)
- Junk or test submissions (**8-12%**)



Industry Home	Headquarters Chennai	Founded 2017	Contact Center Size 100+
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## Looking Forward

The platform now operates a scalable presales engine capable of instant engagement, accurate qualification, and efficient routing. With Convin's AI Phone Call Solution, the business continues to grow without proportional increases in cost or headcount.

## Want To Know What Convin Can Do for You?

Let's see how AI Phone Calls transform your business.

[Request a Demo](#)

Email: [contact@convin.ai](mailto:contact@convin.ai) | Website: [convin.ai](https://convin.ai)

