

How NuVision Auto Glass Used Voice AI to Capture Every Customer by replacing Missed Calls with an Always-On Intelligent Voice Agent

Organisation
NuVision

Industry
Home Services

Channel
Voice (Outbound)

Product
Nurix NuPlay

Use Cases
After-Hours Lead Response Appointment Scheduling CRM Auto-Logging

Challenge
Missed after-hours leads and inconsistent follow-up limited NuVision's ability to capture demand at scale, slowing conversion and stretching agent capacity.

Solution
Three purpose-built Voice AI Agents on NuPlay: After-Hours, Scheduler, and Opener - creating a 24/7 engagement layer that feeds human closers fully qualified, context-rich leads.



About the Client

NuVision Auto Glass is one of the fastest-growing mobile auto glass companies in the US, serving Arizona, Florida, South Carolina, and Colorado. Specialising in same-day windshield replacement, repair, ADAS calibration, and emergency glass services, NuVision brings certified technicians directly to the customer's location and has built its reputation on delivering a premium, hassle-free experience for every customer.

The Major Friction

NuVision's growth outpaced the capacity of its human-only intake model. As customer demand scaled across four states, four structural problems emerged that the team could no longer absorb.

- 1 After-hours leads went unanswered, losing high-intent customers overnight.
- 2 Skilled sales executives spent time on verification and data collection instead of closing.
- 3 No real-time view of call outcomes or lead dispositions.
- 4 No real-time visibility into call outcomes left funnel optimisation to guesswork.

Nurix's Approach

Rather than bolting automation onto the existing process, Nurix proposed a ground-up rethink of NuVision's inbound and outbound voice experience, replacing reactive, human-dependent intake with a natural, always-on voice layer that listens, qualifies, and routes every lead with precision.

Map & Qualify

Analysed call patterns to identify three critical gaps - after-hours, scheduling, and re-engagement.

Design Conversations

Built tailored flows for three agents - After-Hours, Scheduler, and Opener.

Deploy on NuPlay

Integrated with NuVision's CRM and scheduling system for real-time data sync and live handoffs.

Iterate with Analytics

Weekly post-call insights improved qualification accuracy and conversion rates.

Solution

Nurix deployed three Voice AI Agents as NuVision's always-on front door, replacing missed calls and manual intake with an automated funnel.



01 Instant Callback

After-Hours Agent

Voice agent calls back inbound leads within 5 minutes, including evenings & weekends. Confirms service needs, books a next-business-day callback, all logged in CRM.

02 Lead Enrichment

Smart Classification

Re-engages unconverted leads. Verifies location, damage type, VIN, insurance carrier, and date of loss, handing complete lead profile to the human closer.

03 Auto-Booking

Scheduler Agent

Automates outbound appointment calls. Checks real-time slot availability, confirms bookings, captures special installation instructions.

04 Live Sync

Real-Time Data Logging

Sync Every call to CRM and scheduling system, giving NuVision full operational visibility across all markets with zero manual data entry.

05 Multi-Part Call Transfer

Context Transfer

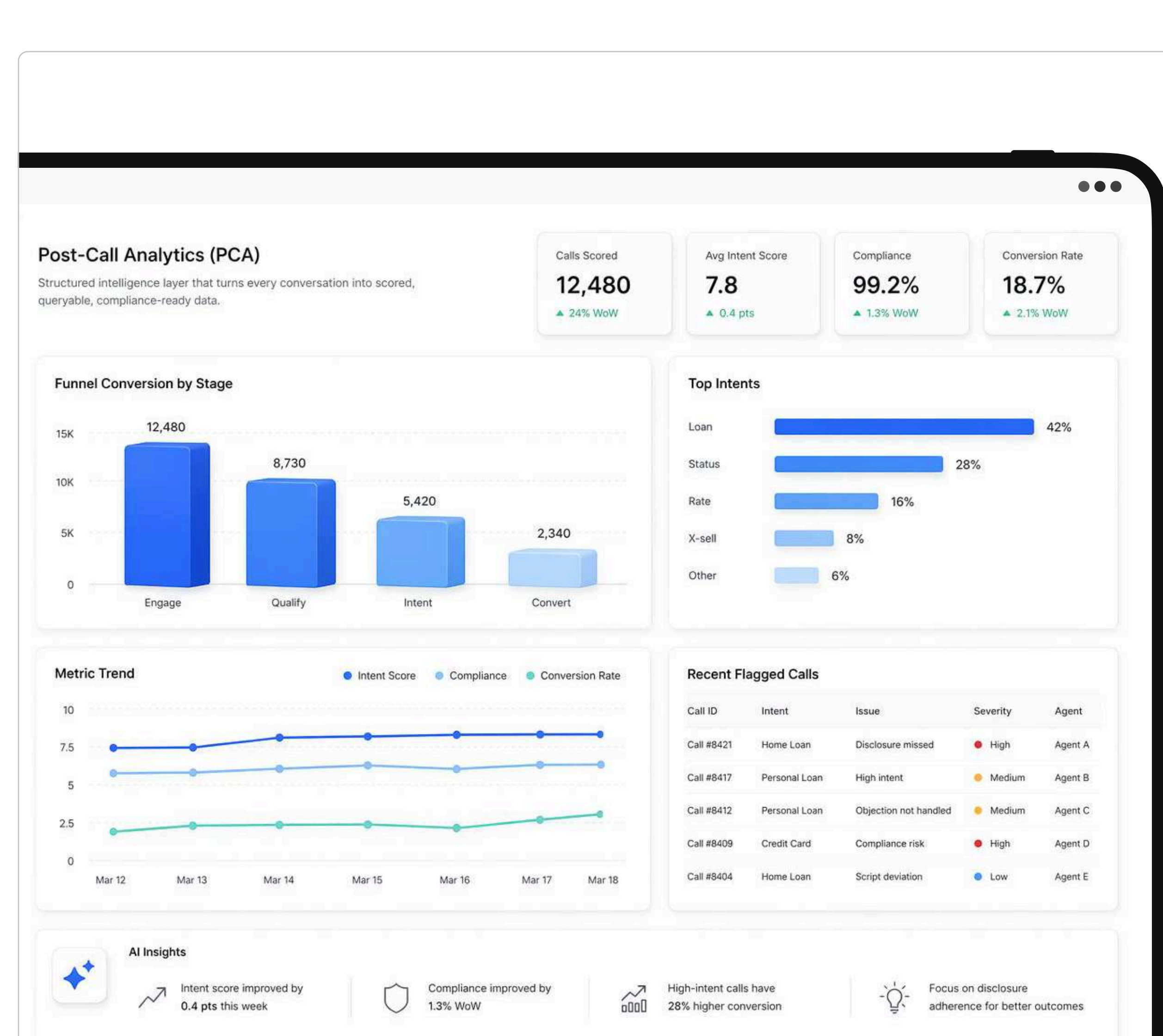
Each agent hands over a complete lead profile, insurance, damage, location, call history, so closers pick up where the AI left off.

Major Capabilities Deployed

NuPlay Voice AI Agents
(AgentX + Conversation Flow)

- Visual Conversation Flow**
Node-based builder configures qualification paths and handoff logic.
- Accurate data capture**
Each agent runs independently with its own prompts.
- ASR + TTS + Noise Filtering**
Accurate capture across roadside, in-car, and noisy environments.
- Real-Time Handoff**
Greeted by name, confirming ZIP & damage, & books a morning callback.

How NuVision uses it: A customer submitting a form at 10 PM Friday immediately receives a callback from the After-Hours Agent, greeted by name, zip and damage confirmed, morning callback booked.



Post Call Analysis (PCA)

PCA to CRM / Scheduling Sync

- Structured Call Outputs**
Every call auto-logs full lead details to CRM, zero manual entry.
- Scheduling Sync**
Scheduler Agent syncs appointments instantly into scheduling system.
- Disposition-Level Logging**
Live dashboard tracks lead status, outcomes, and agent performance.
- Optimisation Loop**
Weekly PCA dashboards surface gaps for continuous improvement.

How NuVision uses it: When the Opener Agent finishes qualifying, the human closer gets a CRM record pre-populated with insurance, damage type, and VIN, so the closing call starts informed.

Impact Numbers

76%+

Lead Contact Rate

Of all inbound leads reached and engaged vs. prior manual follow-up baseline.

24/7

Always-On Engagement

Every customer gets an immediate response regardless of time or location.

3x

Growth in Weekly Call Volume

Handled without adding headcount, agents focus on closing, not intake.

Experience Voice AI that Actually Sounds Human

Hear our voice agents handle real financial services conversations - fast, natural, and always available.

Start by Asking Anything

"I got a chip in my windshield. Can it be repaired?"

My ADAS not working after a windshield replacement. Can you help with that?

Can a technician come to my location, or do I need to visit a shop?

Try it like a real call - ask anything, anytime.

TALK TO OUR AGENTS →

About Nurix

Nurix AI builds production-grade voice AI agents for enterprises that handle high-stakes, high-volume customer conversations. Our platform - NuPlay - combines human-like conversational quality with the orchestration, analytics, and compliance tooling that large organisations need to deploy voice AI at scale. From financial services to healthcare and beyond, leading enterprises use Nurix to transform customer experience, accelerate sales funnels, and unlock the intelligence trapped in every call. Our mission is to make every business conversation smarter, faster, and more human - at a scale that humans alone could never reach.

NuPlay and the NuPlay logo are trademarks of Nurix AI. All other company names, product names, and logos mentioned in this document are the property of their respective owners and may be trademarks. The information provided in this document is for informational purposes only and is subject to change without notice. This document is provided "as is" without warranty of any kind, express or implied.

For more information, visit www.us.nurix.ai

