

REDFIN™

When your developers are maintaining a phone system, they're not building your business.



200K+

calls handled every month

100+

markets served on Spoke

~70%

improvement in call quality

2,500+

developer hours saved every year

Redfin is one of the largest online property platforms in the US, operating across more than 100 markets. At that scale, every customer call is a potential transaction. How it's handled determines whether a deal moves forward or falls apart.

Redfin had built their own communications platform: custom routing logic, agent availability rules, deal-specific workflows. For a business operating at this scale, that level of control made sense but maintaining it was quietly consuming the business. Over 2,500 developer hours a year went into keeping it alive, the engineers who should have been building the things that move a property business forward were stuck maintaining a telecom system instead. They tracked something internally called a "bad call metric" a measure of poor customer call quality. And despite all that investment, call quality stayed stubbornly poor. Without clean data across the full call workflow, there was no reliable way to see where calls were going wrong, let alone fix them.

Spoke replaced the in-house platform. Using Spoke's API, Redfin embedded their own routing rules, customer journey logic, and internal data directly into Spoke. Their standards, their workflows, their way of doing things, running on infrastructure they no longer had to build or maintain. And for the first time, they had full visibility at every step. When something goes wrong, the team can see exactly where and why, and act on it.

Redfin's developers stopped being telecom engineers. Bad call metric dropped to the lowest level ever recorded. 2,500 developer hours came back to the business every year.

Before

Challenges and Opportunities

Operations

2,500+ developer hours a year spent maintaining an in-house phone platform

Infrastructure

A backlog of feature requests the team couldn't get to

Data

Limited visibility into why calls were going wrong

Performance

Bad call metric persistently high with no reliable way to diagnose or fix it

After

The Value-Driven Results

Operations

Developers focused on strategic work, Spoke handles the communications infrastructure

Infrastructure

100+ features available immediately, with no build time or cost

Data

Full data and event tracking across every call and routing decision

Performance

Bad call metric at its lowest level ever recorded



“Implementing Spoke resulted in a key customer metric we track – our internal 'bad call metric' – reducing to the lowest level ever seen. Spoke has also allowed us to focus on developing strategic business initiatives, rather than building softphone features and becoming a telecom company.”

DAN MILLER, SENIOR ENGINEERING MANAGER,
REDFIN

