

HOME & CONSUMER SERVICES

The home-services phone line

What nearly 300,000 analyzed voice calls across pest control, residential cleaning, moving, and restoration reveal about why customers call, how those calls end, and where conversational AI can create the most value.

ANONYMIZED INDUSTRY INSIGHT

FIVE HOME-SERVICES DEPLOYMENTS

TRAILING UP TO 12 MONTHS

SEPTEMBER 2026



IN BRIEF

- 1 Home-services phone demand is **servicing-led, not sales-led**. Existing-customer service and account questions are the single largest driver of tagged call reasons (about **29% blended**, ranging 5-48% by brand), ahead of general inquiry (~23%) and scheduling (~17%), yet only about **a third of calls fully resolve**.
- 2 The experience leaks value unevenly. Roughly **34% of calls resolve** and **18% are abandoned mid-call**; transfer-to-human rates span roughly **1% to 36%** across brands doing comparable work, the same wide-dispersion signature seen in other verticals, meaning most of the gap is operating-model choice, not job difficulty.
- 3 **Quotes and new-business calls are a smaller, higher-engagement stream**. They run about 20% longer and carry modestly higher caller sentiment than servicing calls, the qualify-and-capture work that can route hot leads to sales while freeing the line for service.

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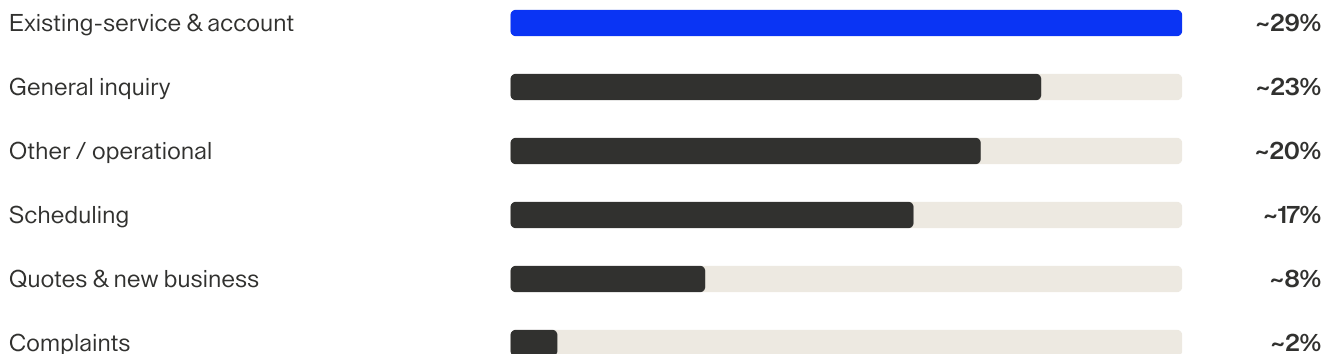
SECTION 1

Home-services demand is servicing-led, not sales-led

Conversation Intelligence tags a reason on every call, and a call can carry more than one. Grouping related tags into six buckets, existing-service and account work (repairs, maintenance, billing, claims) is the largest driver of call volume at most brands in the sample, followed by general inquiry and scheduling. New-business quoting and estimating is a real but comparatively small share. A material share of tagged reasons (about a fifth, blended) are operational or non-customer in nature, staffing, vendor, and administrative calls that ride the same line and are candidates for better routing before automation.

EXHIBIT 1

Existing-service and account work is the top call driver



Share of tagged call reasons, equal-weighted across five deployments; deployment range for existing-service & account 5-48%, general inquiry 6-35%, scheduling 0-42%, quotes & new business <1-18%. Source: Replicant Conversation Intelligence, mart_ci__call_reasons, trailing up to 12 months (n≈300,000 calls).

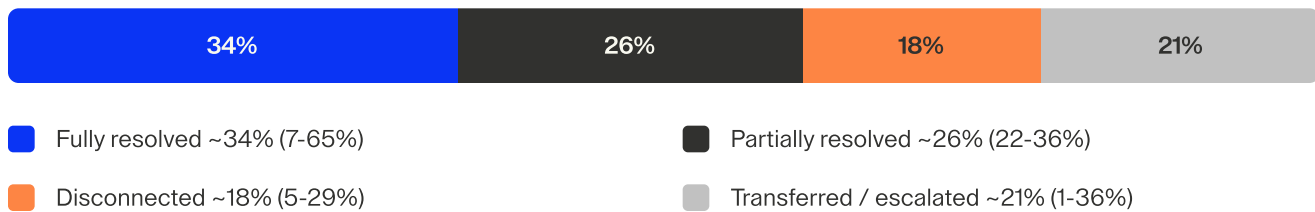
SECTION 2

Only a third of calls fully resolve, and handling swings widely by brand

About 34 percent of calls reach a clear resolution and a further 26 percent are partially resolved. Roughly 18 percent of callers disconnect before their issue is addressed, and 21 percent are transferred or escalated to a person. The dispersion is the finding: transfer-to-human rates range from about 1 percent to 36 percent, and disconnect rates from 5 percent to 29 percent, across brands running comparable service lines, indicating automation maturity is uneven and the ceiling sits well above where most operate today.

EXHIBIT 2

How home-services calls end



Share of calls by final disposition, equal-weighted across five deployments; ranges show deployment minimum to maximum; escalated calls folded into transferred (under 1% of calls at every deployment). Blended caller sentiment ~5.9/10 (range 5.2-7.2) and average handle time ~2.5 minutes (range 1.6-3.9 min). Source: Replicant Conversation Intelligence, mart_ci_calls, trailing up to 12 months.

SECTION 3

Quotes are a smaller but higher-engagement opportunity

Servicing dominates volume, but quote and new-business calls are a distinct conversation type worth a separate look. Across the four deployments with enough quote volume to compare, they run noticeably longer and land modestly higher on caller sentiment than existing-service calls, motivated callers evaluating a purchase rather than reporting a problem.

~3.9min

Typical quote-call length, versus ~3.3 min for existing-service calls

6.3/10

Quote-call sentiment, versus ~6.1 for existing-service calls

~8%

Of tagged call reasons are quotes or new business, blended

EXHIBIT 3

Two different conversations: existing-service versus quotes

DIMENSION	EXISTING-SERVICE CALLS	QUOTE / NEW-BUSINESS CALLS
Share of tagged reasons	~29% blended	~8% blended
Typical length	~3.3 minutes	~3.9 minutes
Caller sentiment	~6.1 / 10	~6.3 / 10
Top intents	Repairs, maintenance, billing, claims	Estimates, quotes, new-opportunity capture
AI opportunity	Resolve and schedule routine requests, 24/7	Qualify, quote, and route hot leads to sales or dispatch

Equal-weighted across the four deployments with sufficient quote-call volume to compare; one deployment excluded from this specific comparison for too few quote-tagged calls (n=24) to be reliable. Source: Replicant Conversation Intelligence, mart_ci__call_reasons joined to mart_ci__calls.

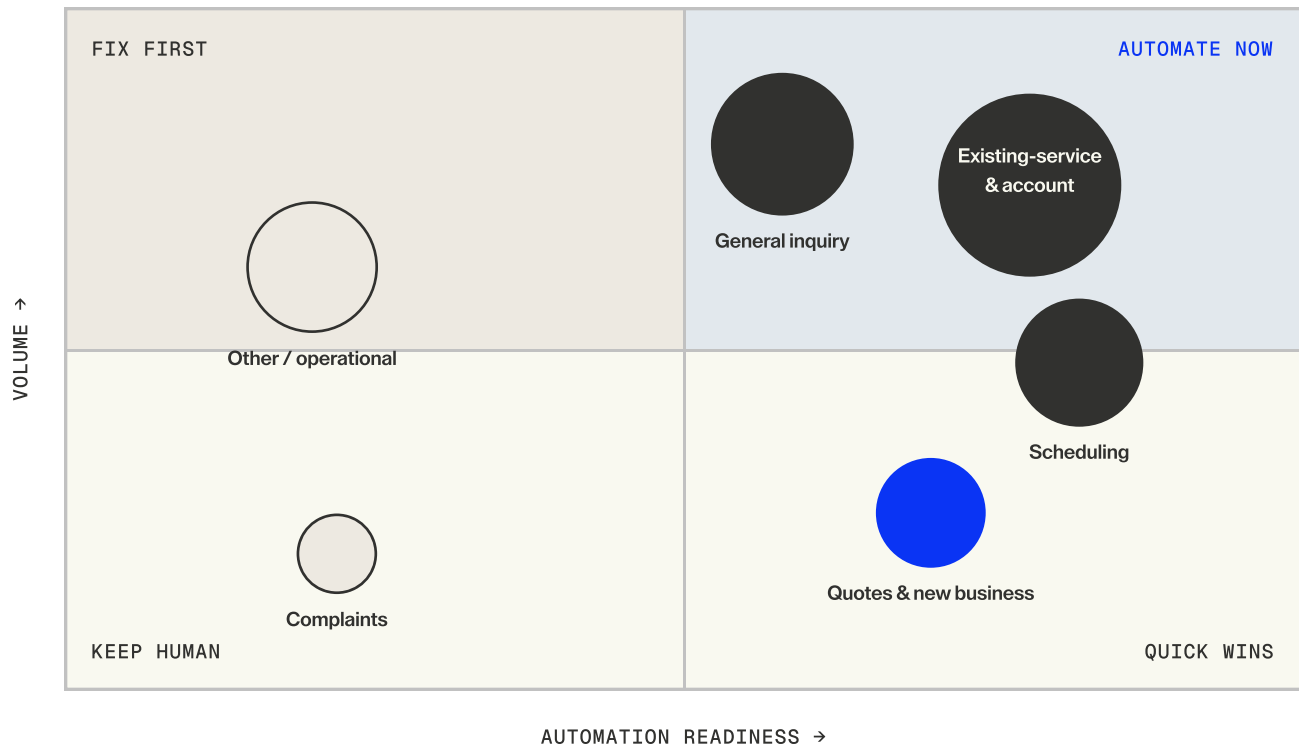
SECTION 4

Where to focus first: a priority map

Positioning the six call-reason categories by automation readiness against volume points to a clear sequence. Existing-service, general inquiry, and scheduling sit top-right: high volume, structured, and ready to automate now. Quotes bring solid value at high readiness. Complaints stay with people. The operational/non-customer share is a fix-first item, better call routing so it stops diluting the customer-facing metrics.

EXHIBIT 4

Automation priority map: readiness versus volume



■ Servicing intents

■ Quotes / new business

□ Keep human / fix first

Bubble size ≈ share of tagged reasons

Illustrative positioning by Replicant based on intent mix, call outcomes, and data availability across the sample; axes are directional, not to scale.
Source: Replicant Conversation Intelligence.

SECTION 5

Two agendas, one playbook

The opportunity is consistent across brands and falls into two agendas. On servicing, the prize is resolving and scheduling routine, always-available demand without a transfer. On growth, it is qualifying and quoting fast enough to keep a motivated caller on the line.



SERVICING AGENDA

Self-service scheduling. Book, reschedule, and cancel appointments without a transfer.

Real-time job & account status. Technician ETA, service history, and billing resolved in-conversation.

Cleaner escalation. Route operational/staffing/vendor calls off the customer line before they reach an agent.

Proactive outreach. Appointment reminders and follow-ups that deflect inbound calls before they happen.



GROWTH AGENDA

Instant quotes & estimates. Answered and scoped at any hour, no callback needed.

Lead qualification. Property/job basics captured to qualify and prioritize the opportunity.

Warm handoff to sales or dispatch. Hot leads routed to a person at the right moment, with context.

Review & referral capture. Post-service follow-up while sentiment is highest.

METHODOLOGY & SCOPE

Market figures are drawn from Replicant Conversation Intelligence and are equal-weighted across five production home-services deployments spanning pest control, residential cleaning, moving, and restoration/cleanup, each with sustained call volume over its own deployment history (up to 12 trailing months, ~300,000 analyzed calls total); each deployment contributes equally and the deployment minimum-to-maximum range is shown, so no single program drives a headline. A metric is reported only where all five deployments contribute; the quote-versus-service comparison in Section 3 uses four deployments, one excluded for too few quote-tagged calls ($n=24$) to be reliable. Call-reason tags are grouped into six buckets (scheduling; quotes & new business; existing-service & account; general inquiry; complaints; other/operational); a call can carry more than one tag, so bucket shares are of tagged reasons, not of calls. Numbers are rounded and banded. Four additional home-services trials and pilots (pest control, lawn care, and product-support lines) were excluded from the blended rates because their available data was a single short burst rather than a representative operating window; they are not reflected in any figure above. Automated quality/scorecard metrics use per-program rubrics and are not cross-compared. The priority map is an illustrative synthesis of intent mix, outcomes, and data availability; its axes are directional, not to scale. No deployment, client, or individual caller is identified, and no underlying data left the analytics environment.

NO-COST ANALYSIS

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