



## THE CLIENT

**Full Service HVAC, Plumbing, and Electrical**

Penguin Air & Plumbing handles a full range of air conditioning, heating, plumbing and electrical services for homeowners throughout the entire Phoenix metro area and beyond. They are a proud, locally owned and operated company, and strive to provide the very best in quality workmanship and customer service.

## THE CHALLENGE

**Peak Season, Hard Losses**

Penguin Air & Plumbing knows how important it is to have a fast response time, especially in the desert.

Each year, Phoenix averages 110 days with temperatures exceeding 100 degrees. When a client's air conditioning or electricity fails, fixing it quickly becomes a matter of health and safety.

According to their Operations Manager, "When someone's air conditioning is not working, they're not waiting to receive service. Our response time has to be within minutes — or they're on to the next company."

Add these emergency calls on top of Penguin Air's regular maintenance calls, and they had a real problem on their hands. The call volume was overwhelming, and they were in danger of losing customers.

**Striving for Excellence Around the Clock**

Average 110 days per year  
**with over 100° temperatures**



Heat makes response time a  
**matter of health and safety**



**Overwhelming call volume**  
with added emergency calls



Call volume put Penguin Air at  
**risk of losing new customers**



*When someone's air conditioning is not working, they're not waiting to receive service. Our response time has to be within minutes, or they're on to the next company.*

- Penguin Air Operations Manager

## THE NEXA SOLUTION

### Quality Service, Fast



Nexa virtual receptionists are available around the clock. The Penguin Air team doesn't need to worry about trying to manage after-hours calls on their own — Nexa has it handled. NexaHomeServices receptionists are also trained specifically in Penguin Air's emergency dispatch procedures. As a result, they're able to get the Penguin Air team on the road faster than ever.



*Nexa views our customers the same way we do — with the same respect, accountability, and professionalism. The transition is so seamless that many customers don't realize that they're not speaking with one of our*

- Penguin Air Operations Manager

## THE RESULT

### A Trusted Partner

Today, Penguin Air & Plumbing feels like they are working with a true partner.

With NexaHomeServices handling call overflow during business hours, Penguin Air has improved their response times significantly. Faster responses have resulted in a 20% increase in customer conversions.

NexaHomeServices has also helped Penguin Air avoid \$30K in costs because they no longer needed to hire in-house staff to answer calls, schedule appointments, and escalate jobs to their 24/7 emergency dispatch team. Nexa handles it all.

"We now know how important our answering service is; it helps create a whole new level of loyalty and trust with our existing customers. Now, we consider Nexa a true part of the Penguin Air & Plumbing family."

#### NexaHomeServices In Action



**No more lost leads**



**Improved response time**



**20% increase in conversion rate**



**\$30k saved on in-house staff**

**CONTACT US TODAY**

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NEXA.COM/NEXA-HOME-SERVICES**