

From Startup to Fully Booked

How AquaFlame Solutions captured every lead from day one with an AI receptionist named Emily — answering calls 24/7 across Northwest Missouri.



\$30k–\$60k

Revenue captured by Emily in ~2 months live

~100%

Of Emily-qualified leads convert into paying jobs

90x

Return on the cost of the AI agent

AQUAFLAME SOLUTIONS

Steven K. launched AquaFlame as an LLC just three months ago, branching out from a 40-year family business. The company handles installation, service, and repair for fireplaces — including cutting-edge water-vapor models — pools, and hot tubs. With three field technicians and drone-assisted roof and chimney inspections, AquaFlame stands apart from competitors in the region.

THE CHALLENGE

A brand-new company with a veteran's workload — and nobody to answer the phone.

Steven had decades of industry experience, but he was building AquaFlame from scratch — handling sales, field work, and every call himself. In home services, the first company to pick up wins the job. When Steven was on a roof or repairing a hot tub, his phone went unanswered and callers moved on. A flood of spam made it worse — he'd ignore what looked like junk, only to find it was a real lead. With jobs averaging \$2,500 and some running into five figures, a few missed calls a week meant thousands in lost revenue.

WHAT HE TRIED BEFORE NEWO

Three separate AI receptionist services — none survived the trial. Onboarding was self-service: automated emails, DIY config boxes, and AI that learned from a generic paragraph. Even the one home-services provider couldn't capture the right details for his specialized trade.

AT A GLANCE

LOCATION

Savannah, MO · 75-mile radius

IN BUSINESS

3 months as LLC (40 yrs family exp.)

TEAM SIZE

3 field technicians (hiring 2 more)

AVG. JOB VALUE

~\$2,500

NEWO LIVE

~2 months

THE SOLUTION

Onboarding run by a person, not a dashboard.

During business hours, calls ring three times before Emily picks up — so Steven can grab them when free. Before 9 AM and after hours, Emily handles everything automatically, with an emergency override that patches urgent calls straight to his phone.

FRIDAY

Steven reaches out. Mark replies within an hour — a real person, not a dashboard.

HANDS-ON SETUP

Mark configures Emily personally with AquaFlame's services, pricing & territory.

TUESDAY

Emily goes live — screening calls, answering FAQs, and qualifying leads.

THE RESULTS

- ✓ **3–6 new jobs captured per week** through Emily, with nearly 100% of qualified leads converting.
- ✓ **Human-quality conversations** — at least one caller had no idea Emily was AI.
- ✓ **Complete coverage in the field** — Emily captures every detail so Steven calls back fully prepared.
- ✓ **Spam calls filtered automatically** — no more wasted time or real customers mistaken for robocalls.
- ✓ **Reduced daily stress** — the pressure to grab the phone every buzz is gone. No lead slips through.
- ✓ **Time saved on intake** — a concise summary replaces 5–10 minutes per call gathering details.

WHY IT WORKS

Time Back in the Field

Emily handles intake so technicians focus on billable work. Owners get concise job summaries — not long live calls.

Spam-Free Lead Flow

AI screening weeds out robocalls, so owners only follow up with real customers — no second-guessing missed calls.

Hands-On Support

Newo's team configures the agent personally and handles updates directly — no DIY dashboards required.

See your AI Receptionist answer calls live.

[Book a demo →](#)