



Performance Report

Crestview Heating and Cooling

HVAC

REPORTING PERIOD

March 31, 2026 — April 30, 2026

31 days

Executive Summary

CALLS ANALYZED

1,490

998 coach · 492 bot

CLOSE RATE

30.4%

AVG PERFORMANCE SCORE

70.8

of 100

AVG CALL DURATION

4:59

Over the past 31 days, Crestview Heating and Cooling handled 1,490 calls — 998 live and 492 via voice bot. The team closed 30.4% of conversations, with an average performance score of 70.8 out of 100. Top strength surfacing across calls: "Effective Discovery". Most common objection: "Price Sensitivity" (appeared in 620 calls).

Score Distribution

70.8

1490 calls scored

AVERAGE SCORE



Top Themes

TOP STRENGTHS

Effective Discovery

544 calls · 35.1% close rate

Set Resolution Expectations

472 calls · 27.1% close rate

Confident Pricing Discussion

455 calls · 30.8% close rate

TOP OPPORTUNITIES

Reactive Diagnostic Fee Disclosure

553 calls · 29.3% close rate

Premature Booking Confirmation

531 calls · 29.0% close rate

Rushed Pitch Delivery

366 calls · 30.9% close rate

TOP OBJECTIONS

Price Sensitivity

620 calls · 28.5% close rate

Need to Discuss with Spouse

524 calls · 32.4% close rate

Timing Mismatch

521 calls · 31.5% close rate

Channel Performance

How your human-handled calls and voice-bot calls compared this period

COACH (HUMAN REPS)

72.1 avg score · 998 calls

Excellent 85-100 202 (20%)

Good 70-84 402 (40%)

Needs Work 50-69 329 (33%)

At Risk 0-49 65 (7%)

AVG FOLLOW RATE

53.2%

VOICE BOT

68.1 avg score · 492 calls

Excellent 85-100 38 (8%)

Good 70-84 200 (41%)

Needs Work 50-69 226 (46%)

At Risk 0-49 28 (6%)

WISPA INTERPRETATION

Your coach channel demonstrates a significant edge in conversion, maintaining substantially higher close rates than the voice bot when navigating discovery and price sensitivity. While the bot handles volume effectively, its tendency toward premature booking confirmations suggests it is currently capturing leads without the high-tier closing capability your human reps provide. You should prioritize routing price-sensitive prospects to your coaches, as their superior handling of these objections drives a much stronger bottom-line result than the autonomous agent.

Top Themes by Channel

What surfaced in each channel — same kind, different patterns

COACH (HUMAN REPS)

TOP STRENGTHS

Effective Discovery

342 calls · 43.0% close rate

Confident Pricing Discussion

289 calls · 35.3% close rate

Set Resolution Expectations

274 calls · 35.8% close rate

TOP OPPORTUNITIES

Reactive Diagnostic Fee Disclosure

334 calls · 38.0% close rate

Weak Closing Language

291 calls · 37.8% close rate

Failed to Acknowledge Concern

277 calls · 44.0% close rate

TOP OBJECTIONS

Price Sensitivity

414 calls · 32.9% close rate

Need to Discuss with Spouse

351 calls · 39.9% close rate

Timing Mismatch

334 calls · 38.9% close rate

VOICE BOT

TOP STRENGTHS

Effective Discovery

202 calls · 21.8% close rate

Set Resolution Expectations

198 calls · 15.2% close rate

Confident Pricing Discussion

166 calls · 22.9% close rate

TOP OPPORTUNITIES

Premature Booking Confirmation

263 calls · 22.1% close rate

Reactive Diagnostic Fee Disclosure

219 calls · 16.0% close rate

Rushed Pitch Delivery

136 calls · 29.4% close rate

TOP OBJECTIONS

Price Sensitivity

206 calls · 19.9% close rate

Timing Mismatch

187 calls · 18.2% close rate

Need to Discuss with Spouse

173 calls · 17.3% close rate

Performance by Call Type


How each kind of call performed across channels — replacements vs tune-ups, emergency vs estimate

CALL TYPE	TOTAL	COACH (HUMAN REPS)			VOICE BOT		
		CALLS	CLOSE	SCORE	CALLS	CLOSE	SCORE
Tune-up / Maintenance Routine seasonal service, scheduled maintenance, filter changes, system inspection. Not urgent.	652	410	42.2%	72.1	242	24.4%	68.7
Emergency Repair Same-day urgency — system fully down (no AC / no heat / leak / smell). Caller wants service today.	323	226	35.8%	71.9	97	18.6%	68.2
Estimate / Quote Quote request for non-replacement work — repair pricing, project scoping, second opinion.	148	111	32.4%	72.7	37	10.8%	63.6
Service Plan / Membership Inquiry about maintenance plans, membership programs, recurring service contracts.	133	87	33.3%	72.3	46	15.2%	70.4
System Replacement Quote or inquiry for replacing a full HVAC system or major component. High-ticket, long sales cycle.	118	104	24.0%	70.7	14	28.6%	68.5
Non-service Wrong number, billing question, vendor solicitation, or other call not related to HVAC service.	116	60	15.0%	73.5	56	14.3%	66.8

Rep Highlights

10 reps active in this period

TOP PERFORMERS

 **Mike (Tech Lead)** EXTERNAL
82.5 avg score · 88 calls · 47.7% close rate

 **Marcus Reed** AGENT
81.6 avg score · 121 calls · 53.7% close rate

 **Priya Sharma** AGENT
81.2 avg score · 110 calls · 47.3% close rate

COACHING OPPORTUNITY

Ethan Park AGENT
60.8 avg score · 123 calls · 21.1% close rate

Lowest score in the period — recommended focus for one-on-one coaching.

Next Steps

This report was generated from 1,490 calls processed by Wispa's post-call analysis pipeline. Every theme, score, and pattern surfaced here was extracted directly from your team's conversations.

To explore these findings live — drill into specific calls, compare reps, or see how patterns evolve over time — schedule a walkthrough of the Wispa dashboard with our team.

CONTACT

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