PATUXENT: CASE STUDY

How voice technology captured 100% of after-hours calls that would have gone unanswered - building revenue and customer loyalty around the clock.

CHALLENGE

Patuxent Nursery needed a solution to **capture customer inquiries outside of business hours**. While staff answered calls during operating hours, the nursery had <u>zero coverage</u> after hours —meaning potential sales and customer questions went unanswered.

Additionally, staff during business hours were consumed answering routine phone inquiries—**taking them away from serving in-store customers** and handling complex questions that truly required their expertise.

SOLUTIONS

Root Metrics deployed an **AI-powered voice agent system** that provides after-hours coverage with specialized capabilities for warranty inquiries, product availability, and general nursery questions.

BENEFITS

After-Hours Revenue Capture

The system captured calls that **previously would have gone to voicemail** or been missed entirely, converting lost opportunities into customer interactions and potential sales.

Efficient AI Resolution

60% of after-hours calls were **fully resolved by the system** without requiring staff follow-up, freeing the team to focus on in-person customers and complex issues during business hours.

Consistent Customer Experience

Customers now receive immediate, professional responses 24/7 for warranty questions, product availability, and general inquiries —caller sentiment has been **95%** across over **10,000 calls**!

Detailed Call & Lead Reporting

Went from **NO call reporting** to detailed call reporting, dashboards and CRM implementation

N**ow able to measure the following new metrics:** Name, Number, Call Duration, Call Category, SKU Referenced, Plant Discussed, Resolution Status, Call Sentiment, Call Recording, Call Summary, Call Transcript.

WINS & STATS

Wins

- 24/7 Availability established
- Streamlined warrant + product lookup process
- Detailed lead data and call reporting enabled

Stats

- 10,751 Calls Handled by AI
- 16,570 functions executed
- 6,444 Mins of Call Time

- 95% positive sentiment
- 60% after-hours calls handled fully by AI

"I've been really impressed with the RootMetrics voice AI solution.

They've been great partners, great to work with and the technology works really well. Excited to see additional features as they continue building!"

Kevin Flynn
Patuxent Nursery, MD