

Grow Smart Marketing

Our own agency, and the longest run we have. We spent a year getting this right on our own phone line before we sold it to anybody.

INDUSTRY Marketing agency (our own)	RUNNING AI Voice	LIVE SINCE January 2025	LONGEST RUN 19 months
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382 CALLS, ALL 19 MONTHS	659 ACTIONS, ALL 19 MONTHS	264 CALLS IN THE 12-MONTH WINDOW	0% POSITIVE, APRIL 2025
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Why we're showing you our own numbers

Every agency selling AI will show you a client who did well. Very few will show you what happened when they pointed the same system at their own phone line and left it running for a year and a half.

We installed this on Grow Smart Marketing in January 2025, before we sold it to anyone. It's the longest continuously running deployment we have, and it's the one that took the most work to get right. That's exactly why it's in here.

Twelve months, month by month

MONTH	CALLS	ACTIONS	POSITIVE
Aug 2025	13	24	20%
Sep 2025	25	33	25%
Oct 2025	32	36	75%
Nov 2025	28	42	80%
Dec 2025	14	11	86%
Jan 2026	18	15	100%
Feb 2026	8	12	83%
Mar 2026	17	14	73%
Apr 2026	18	36	100%
May 2026	46	130	96%
Jun 2026	25	46	100%

MONTH	CALLS	ACTIONS	POSITIVE
Jul 2026	20	38	100%
Total	264	437	80% avg

Source: GoHighLevel AI voice call reports. The full run starts January 2025; the table above is the same twelve-month window used across all four case studies.

We did the hard part on ourselves, on purpose

April 2025 scored zero percent positive. Twenty-five calls, not one of them good. The agent was too long-winded, it missed what people were actually asking, and callers gave up on it. August was barely better at 20%. The first nine months on our own line were, frankly, bad.

We kept it running and kept fixing it, and by January 2026 it hit 100% positive for the first time. It's finished four of the last five months at 96% or better.

That's the whole reason we put it on our own phone before selling it to a single client. Every mistake in those nine months got found on our calls, not yours, and every fix is already built into what we install today.

FIRST SIX MONTHS OF THE WINDOW			LAST SIX MONTHS	
Calls	130	→	Calls	134
Actions	161		Actions	276
Actions per call	1.24		Actions per call	2.06
Positive sentiment	66%		Positive sentiment	94%

Business owners call at night

Our callers are business owners researching a vendor, and they do it after their own working day is over. Three real examples from the log:

- Sunday, 7:01pm.** A caller worked through our services with the AI and booked an appointment for eight o'clock the next morning. Five and a half minutes.
- Thursday, 9:03pm.** The owner of a skincare clinic asking about Facebook ads management. The AI took her name, company, number, and email, misheard the email, was corrected, and read it back again until it was right.
- Tuesday, 10:26pm.** A five minute conversation about video production. The caller asked "so is this all AI?", was told yes, and carried on. He then told the AI its answers were too long, and caught it contradicting itself. It apologized and corrected itself.

None of those calls would have been answered. Our office isn't open at ten at night on a Tuesday. The appointment booked at seven on a Sunday evening was, as far as our old process was concerned, a call that never happened.

What it means for a business like yours

If you sell to other businesses, your buyers are researching you outside their own working hours, which is also outside yours. That overlap is where this pays for itself. We know because we watched it happen to us for nineteen months.

Why year one was harder for them than it will be for you

All three voice deployments started this window in the mid sixties for positive caller sentiment and finished in the mid to high nineties. Three industries, three completely different customer bases. They went live seven months apart, and they didn't improve on their own install dates. They improved on the calendar, together.

That timing is the whole story. What changed wasn't our software, it was the people picking up the phone. A year ago a caller heard an AI answer and hung up. They don't do that now.

The awkward part is over, and these four businesses paid for it. A business starting today doesn't begin at 64% and climb for a year. It starts with customers who already know what to do, on a system we've spent nineteen months tuning.

Want this running in your business?

We build the whole thing for you. You don't learn any software and you don't manage anything. We're running an introductory rate right now while we bring on our first group of clients. Book a call and we'll show you what it'd look like for your business specifically.

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