

Lawn Frogs Landscaping

813 phone calls answered in twelve months by an AI that never took a day off, never went out on a job, and never sent a customer to voicemail.

INDUSTRY Landscape & hardscape installation	MARKET Metro Atlanta, Georgia	RUNNING AI Voice ("Amanda")	LIVE SINCE June 2025
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813 CALLS ANSWERED	1,626 ACTIONS TAKEN	2.0 ACTIONS PER CALL	100% POSITIVE, FINAL MONTH
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The problem this solved

Lawn Frogs installs landscapes and hardscapes. The crew is out on jobs. When the phone rings at two in the afternoon, nobody is sitting in an office to pick it up. When it rings on a Saturday morning, the same thing. Every one of those calls was going to a personal cell phone and, most of the time, to voicemail.

Landscaping isn't a business where people leave a message and wait. They call the next company on the list.

What we installed

One AI voice agent, named Amanda, answering the main business line around the clock. She answers questions about services, takes the caller's name, number, and job address, reads every detail back to confirm it, and hands a complete lead to the team. She books nothing the business can't deliver and she doesn't pretend to be a person.

Twelve months, month by month

MONTH	CALLS	ACTIONS	POSITIVE
Aug 2025	57	101	42%
Sep 2025	71	110	64%
Oct 2025	68	73	57%
Nov 2025	41	44	64%
Dec 2025	48	42	86%
Jan 2026	68	75	75%
Feb 2026	47	72	89%

MONTH	CALLS	ACTIONS	POSITIVE
Mar 2026	74	207	100%
Apr 2026	71	184	97%
May 2026	74	189	100%
Jun 2026	107	301	98%
Jul 2026	87	228	100%
Total	813	1,626	83% avg

Source: GoHighLevel AI voice call reports, August 2025 through July 2026. "Actions" are the bookings, lookups, and follow-ups the AI carried out during a call.

The system got roughly twice as useful

FIRST SIX MONTHS			LAST SIX MONTHS	
Calls	353	→	Calls	460
Actions	445		Actions	1,181
Actions per call	1.26		Actions per call	2.57
Positive sentiment	64%		Positive sentiment	98%

Call volume rose 30%. The work the AI completed rose 165%. It didn't just answer more often, it finished more of the job on each call. June 2026 was the record: 107 calls, 301 actions.

Worth knowing: we watched the same curve at three unrelated businesses in three different industries, and all three improved on the same calendar rather than on their own start dates. A business starting today inherits that and skips the hard part.

What a real call looks like

CALLER

"I need a French drain installed in my yard."

AMANDA

"We handle French drains and other drainage solutions. May I have your full name?"

CALLER

"Randy T..."

AMANDA

"Just to make sure I have it right, your name is spelled R-A-N-D-Y, T-R-O..."

... he gives his phone number and the address where he wants the work ...

AMANDA

"So that's [name], at [phone], [address], for a French drain installation, and a callback anytime. Did I get everything right?"

CALLER

"You did."

SATURDAY, 8:36 AM · A COMPLETE LEAD, CAPTURED AND CONFIRMED, BEFORE ANYONE OPENED THE OFFICE

Nobody was in an office at 8:36 on a Saturday. About one call in nine arrives outside normal weekday hours, and the caller who gets a real answer then is the one who never goes looking for the next landscaper. *Names and details changed for privacy.*

The part most agencies leave out

The first month wasn't good. August 2025 scored 42% positive, and the first six months averaged 64%. Callers weren't used to an AI answering a landscaping company's phone, and the system was still being tuned. Anyone who tells you this works perfectly on day one is selling you something.

We kept tuning and callers kept getting more comfortable, and the last five months of the window all finished at 97% or better. Every fix that took us a year to find is already built into what we install now.

What it means for a business like yours

Year one costs the setup fee plus twelve monthly payments. At Lawn Frogs' average job value of about \$900, that's covered by three jobs. Three, out of 813 calls. After year one there's no setup fee, so it's closer to one and a half.

The number that matters: Lawn Frogs needed roughly three of those 813 calls to turn into jobs they would otherwise have lost. That's under half of one percent.

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

All three phone lines started this window in the mid sixties for positive caller sentiment and finished in the mid to high nineties. Three industries, three different customer bases. They went live seven months apart, yet they improved on the calendar together, not on their own start dates.

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.

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