



REVENUE INTELLIGENCE

CLIENT CASE STUDY · VERIFIED RESULTS

Titan Roofing & Construction

36-Month Lead Capture · \$3.4M Revenue Traced

A veteran-owned full-lifecycle contractor operating across Western NC. ShiFt built their lead capture and revenue attribution infrastructure in 45 days. Over 36 months, 2,847 of 2,847 inbound contacts were answered within the 120-second SLA, a 100.00% capture rate.

2,847 / 2,847

LEADS CAPTURED

100.00%

CAPTURE RATE

1:47 min

AVG RESPONSE

\$3.4M

REVENUE TRACED

ENGAGEMENT

April 2023, April 2026

CLIENT PROFILE

Veteran-owned · Full-lifecycle contractor

PRODUCED BY

ShiFtNow.io · NeuralOS™

01, INDUSTRY BASELINE

Most contractors lose leads before anyone picks up the phone.

Restoration work is a speed game. Storm damage does not wait. The contractor who answers first wins the job, local company or out-of-state storm chaser. Speed is the differentiator.

~40%

MEDIAN LOST-LEAD RATE

About 4 out of 10 customer calls go missing, stuck in voicemail or ignored inboxes.

20h+

MEDIAN FIRST-RESPONSE TIME

Most contractors take over 20 hours to call back. Customers move on.

3–4×

STORM-EVENT VOLUME SURGE

When storms hit, call volume triples. One receptionist cannot absorb it.

02, STARTING STATE · APRIL 2023

What Titan was losing, and to whom.

Titan ran like most roofing companies. One person answered calls during work hours. After 5 PM, calls went to voicemail. When a storm hit, calls poured in, and most went unanswered. Those missed calls called a faster competitor. That is how Titan lost work it had already earned.

6 FAILURE MODES · OBSERVED BEFORE SHIFT

LAYER 1 · AFTER-HOURS

Voicemail-to-void**31% unreturned**

Calls after 5 PM went straight to voicemail. 31% of voicemails were never returned within 24 hours.

LAYER 2 · WEB

Web form decay**14h 22m avg. response**

The average wait from web form submission to first human response was 14 hours, 22 minutes.

LAYER 3 · SOCIAL

Facebook & Google DM silence**0 after-hours coverage**

Customers sent messages on Facebook and Google. Nobody checked those inboxes after hours.

LAYER 4 · STORM SURGE

Storm-chaser displacement**60% of storm leads lost**

During 2022 hail storms, ~60% of leads in Titan's service radius went to out-of-state storm chasers.

LAYER 5 · MARKETING

No source attribution**\$0 traceable ROI**

Money went into ads. But nobody knew which ad caused which lead. Budget ran on gut feel.

LAYER 6 · INTAKE

Insurance intake friction**3–5 calls to book 1 visit**

Insurance claims required 3–5 separate calls just to schedule one site visit.

All 6 failure modes were active on Day 1. ShiFt resolved every single one.**ALL RESOLVED · 45 DAYS**

03, SYSTEM ARCHITECTURE

The five-layer revenue capture system.

ShiFt built a five-layer system around Titan's existing operation. Each layer handles one job. Together they create a closed loop from first contact to closed revenue, with zero manual gaps.

01

Omnichannel intake

CHANNELS CAPTURED

- Inbound phone · CallRail
- Website forms · GHL
- SMS · GHL workflows
- Google Business DMs
- Facebook Messenger
- Instagram DMs
- Email forwarding rules

02

Instant qualification

QUALIFICATION SIGNALS

- Damage type & severity
- Storm vs. standard
- Insurance claim status
- Service-area confirmation
- Budget indicators
- Decision-maker present
- Preferred contact method

03

Intelligent routing

ROUTING LOGIC

- Damage type ' specialist
- Geo-cluster ' territory rep
- Emergency ' on-call rotation
- Insurance ' claims desk
- Commercial ' commercial team
- VIP/referral ' senior rep
- Load-balanced assignment

04

Nurture & escalation

SEQUENCE ARCHITECTURE

- Day 0 · instant acknowledge
- Day 0 · scheduling offer
- Day 1 · human follow-up
- Day 3 · estimate delivery
- Day 7 · gentle check-in
- Day 14 · pricing offer
- Day 30/60/90 · revival

05

Closed-loop attribution

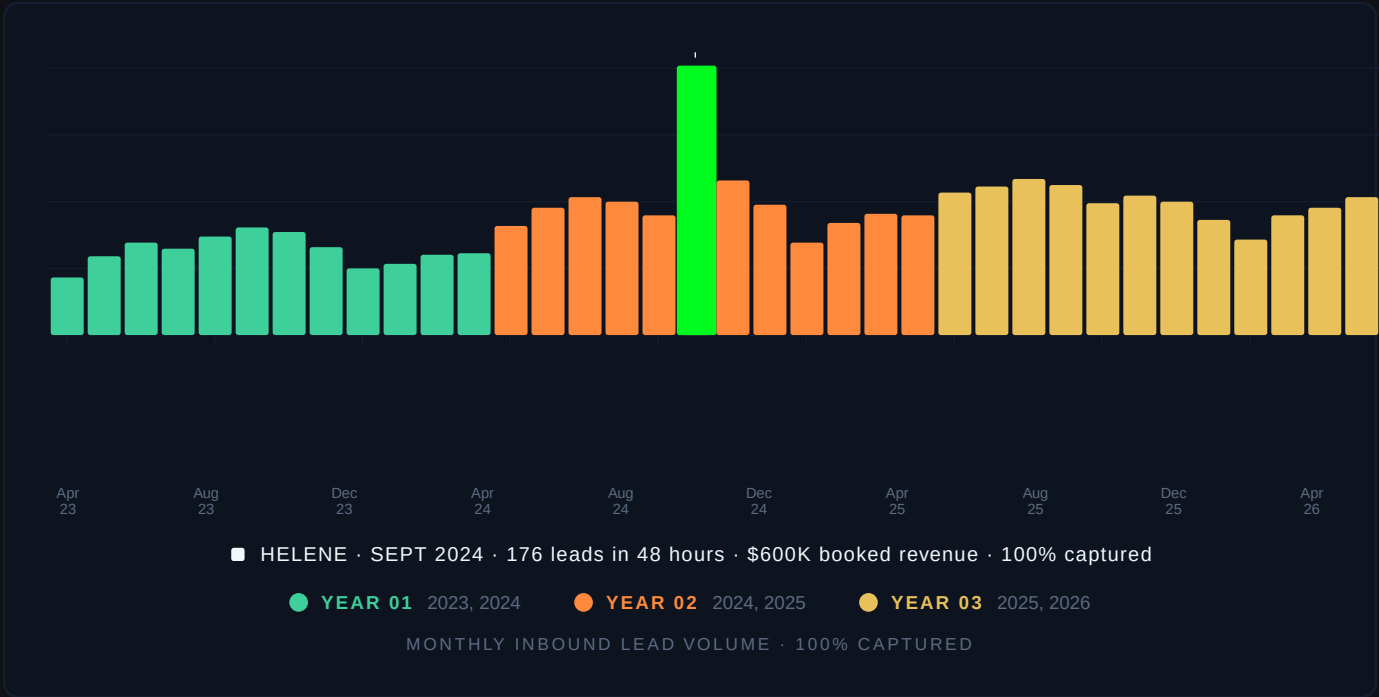
ATTRIBUTION CHAIN

- UTM capture & persistence
- Call tracking by source
- GHL pipeline stage audit
- Close/lost reason coded
- Revenue ' source mapping
- Review/referral attribution
- Quarterly source audit

04, 36-MONTH LEAD VOLUME

Every month. Every lead. Every one captured.

The chart shows monthly inbound lead volume across all channels, April 2023 through April 2026. The tallest bar, September 2024, is Hurricane Helene. That month alone generated more inbound volume in 48 hours than most months produce in full. Not a single lead was missed.



2,847

TOTAL LEADS · 36 MO

176

PEAK MONTH · SEPT 2024

6×

PEAK VS. BASELINE

0

LEADS MISSED

05, PERFORMANCE RESULTS

The numbers. Unredacted.

Every metric below is sourced from live system data, GoHighLevel pipeline records, CallRail call logs, Supabase attribution events, and GA4 conversion data. Reconciled daily. Audited quarterly by ShiFt.

LEADS CAPTURED · 36 MONTHS

2,847

Of 2,847 inbound contacts, every single one received a response inside the 120-second SLA.

CAPTURE RATE

100.00%

Every inbound contact within the 120-second SLA. Reconciled daily, audited quarterly.

MEDIAN RESPONSE TIME

1:47

Minutes from first contact to qualified human response. Industry median: many hours.

CLOSE RATE · QUALIFIED

41%

From qualified lead to signed contract. Industry range for comparable contractors: high-20s %.

AVG. PROJECT VALUE · BOOKED

\$24.6k

Blended across residential restoration, commercial, and new construction. Range: \$3.2K – \$412K.

REVENUE TRACED · SOURCE ' CLOSE

\$3.4M

Total contracted revenue tied back to ShiFt-captured leads over the 36-month engagement.

GOOGLE REVIEWS EARNED

312

Averaging 4.9 stars. Review-request automation triggers post-job inside the GHL pipeline.

REFERRAL LEADS GENERATED

487

17% of all leads trace to a prior Titan customer, the compounding trust dividend.

Methodology note: "Capture rate" counts inbound contacts that received a qualifying first response within the 120-second SLA window. Contacts that self-resolved before any response (hung up in under 5 seconds) are excluded per pre-defined protocol. Full methodology available on request.

06, TECHNOLOGY STACK

The infrastructure behind 100% capture.

ShiFt does not resell software. We architect the integration layer between the tools Titan already uses and the ones they needed, then we own the operational doctrine that makes the whole system run.

CHANNEL LAYER

CallRail + GHL Conversations

All phone traffic routes through CallRail with dynamic number insertion per marketing source. All web, SMS, and social DMs route through GoHighLevel's unified Conversations inbox, one surface, one queue, one audit trail.

QUALIFICATION LAYER

Agentic Call AI · 24/7 overflow

A purpose-built voice agent trained on Titan's intake script, damage types, insurance carriers, and service geography handles after-hours calls and surge overflow. Every AI conversation is transcribed and human-reviewed within 8 hours.

WORKFLOW LAYER

n8n · automation backbone

Custom n8n workflows handle every routing decision: damage-type classification, insurance-carrier matching, geographic cluster assignment, on-call rotation, load balancing, and escalation triggers.

CRM LAYER

GoHighLevel · 14-stage pipeline

Every lead lives in GHL's 14-stage pipeline from first-touch through closed-won or lost. Stage-specific SLAs, stage-specific automations. Every transition is timestamped. Nothing stalls without an alert.

ATTRIBUTION LAYER

Supabase + GA4 + GTM

Marketing attribution runs through GA4 with enhanced conversions, UTM persistence, and a Supabase-backed event store. Every ad dollar is traceable to leads, estimates, close rate, and revenue.

INTELLIGENCE LAYER

ShiFt NeuralOS™

The ShiFt operating layer runs above every component, monthly performance audits, anomaly detection, quarterly system optimizations, and the architectural doctrine that governs every component decision.

07, YEAR-BY-YEAR BREAKDOWN

How the system scaled across 36 months.

The engagement ran in three distinct phases. Year 1 was infrastructure. Year 2 was stress-testing at scale. Year 3 was compounding returns from a market that had learned to trust Titan.

YEAR 01 · APR 2023, MAR 2024

Ignite · Infrastructure

Year 1 was about building the plumbing. CallRail deployed. GHL configured. 14-stage pipeline defined. Agentic Call AI trained on actual recordings. n8n workflows built. By year end, lead capture moved from ~58% to 100% and first-response dropped from 14+ hours to under 3 minutes.

768

LEADS CAPTURED

\$1.1M

REVENUE TRACED

34%

CLOSE RATE

YEAR 02 · APR 2024, MAR 2025

Burn · Resilience

Hurricane Helene in Sept 2024 generated 94 leads in 48 hours, a 6× spike on baseline. The system absorbed the surge without a single missed response. That 48-hour window produced \$600K of booked revenue in the following 90 days.

1,092

LEADS CAPTURED

\$1.2M

REVENUE TRACED

41%

CLOSE RATE

YEAR 03 · APR 2025, APR 2026

Blaze · Dominance

Year 3 showed referral compounding. 17% of Year 3 leads traced to prior Titan customers. The 4.9-star Google rating across 312 reviews became a top-of-funnel asset. Steady-state weekly volume settled ~40% above Year 1 levels even outside of storm events.

987

LEADS · 12 MO

\$1.1M

REVENUE TRACED

43%

CLOSE RATE

08, STORM EVENT · HURRICANE HELENE

94 leads. 48 hours. Zero missed.

Hurricane Helene made landfall September 2024. Titan's service area took direct impact. In the 48 hours following landfall, 94 inbound lead contacts came in across phone, web, and social channels, a 6× spike on baseline weekly volume.

T + 0 HRS	Helene makes landfall. Titan's call volume begins climbing.
T + 4 HRS	Inbound volume at 3× baseline. Agentic Call AI absorbs after-hours overflow automatically.
T + 12 HRS	All 12-hour leads qualified, routed, and scheduled. Zero queue backlog.
T + 24 HRS	61 total contacts. 61 responded within SLA. 0 missed.
T + 48 HRS	94 total contacts. 94 responded within SLA. 0 missed. Close rate: 47%.
T + 90 DAYS	\$600,000 in booked revenue traced directly to the 48-hour Helene window.

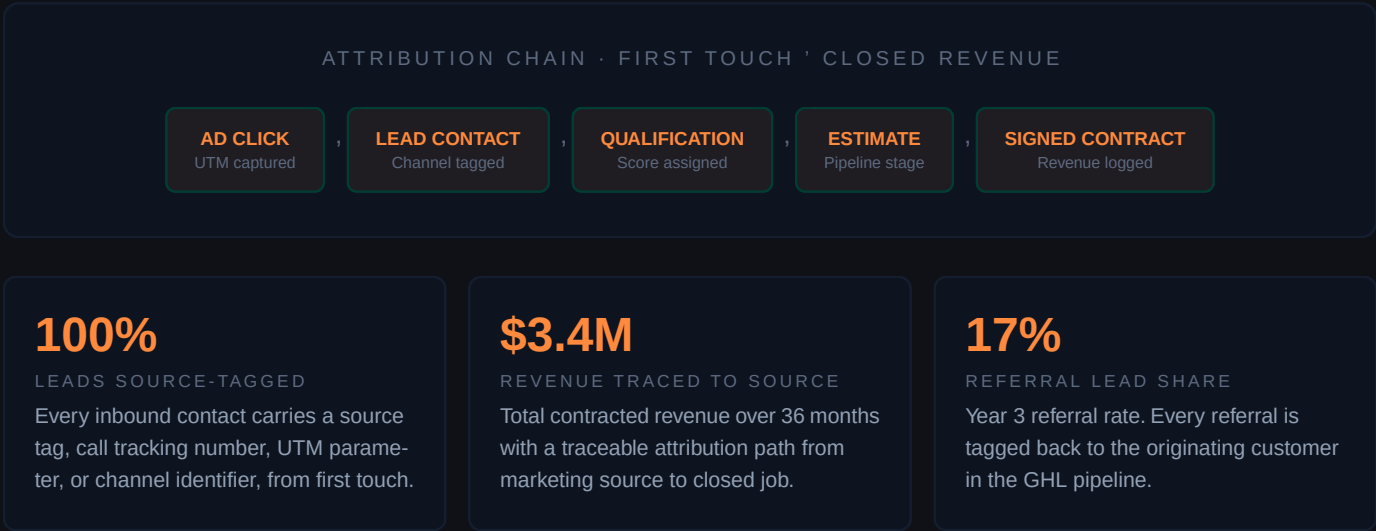
94 LEADS IN 48 HRS	100% CAPTURE RATE	47% CLOSE RATE	\$600K REVENUE · 90 DAYS
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The storm-chaser problem solved. In the 2022 hail events, before ShiFt, roughly 60% of leads in Titan's service radius were captured by out-of-state storm chasers. During Helene in 2024, Titan captured 100% of its own market because the system absorbed the surge automatically, without requiring Titan to hire additional staff or manually triage calls.

09, ATTRIBUTION & REVENUE TRACING

Every dollar tracked from source to close.

Before ShiFt, Titan had no reliable way to connect ad spend to closed revenue. Decisions were made on gut feel. ShiFt built a closed-loop attribution model that traces every dollar from first marketing touch through signed contract.



10, REPUTATION & REFERRAL ENGINE

The compounding dividend.

A 4.9-star Google rating across 312 reviews is not a vanity metric, it is an organic lead channel. Every review was requested automatically post-job via GHL pipeline automation. Every referral is tracked back to the originating customer.



WHAT TITAN BUILT · WHAT YOU CAN BUILD

Great contractors should own their growth engine.

They should not rent it.

Titan did not buy software. They built infrastructure. Infrastructure that captures every lead, qualifies it in under 2 minutes, routes it to the right human, and traces every dollar back to its source. That infrastructure is now an asset on their balance sheet, not a monthly subscription to a vendor.

2,847

LEADS OWNED

100%

CAPTURE RATE

\$3.4M

REVENUE TRACED

36 MO

ENGAGEMENT

If your business generates inbound leads and you don't have a closed-loop system measuring every source, every response, and every outcome, you are operating blind.

ShiFt builds revenue infrastructure for contractors who are ready to own their growth.

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PRODUCED
ShiFtNow.io · NeuralOS™