

CLIENT CASE STUDY · HOME IMPROVEMENT

"If you have a big awaiting decision list, there is probably a lot of money still sitting in it."

How a national glass repair franchise turned 6,769 quotes nobody had followed up into 673 booked appointments, and what its Operations Manager says about the return.

6,769

LEADS WORKED

673

APPOINTMENTS
BOOKED

£639,350

PIPELINE

~10x

RETURN ON SPEND

"There's a lot more money coming in than we're paying out."

Francesca McGee · Operations Manager, Cloudy2Clear

Pipeline is appointments booked multiplied by average order value. It is the value of the opportunity put in the diary, not confirmed sales. The ~10x figure is the client's own statement, quoted in full on page 3.

HOW IT WORKS

Cloudy2Clear sends us the quotes that went quiet. Our AI agent follows up every one by text message, in Cloudy2Clear's voice, qualifies them, and books the ones who are ready straight into the franchise's diary. A bespoke routing engine covering 6,000 postcodes lands each booking with the right franchise owner.

WHAT IT COSTS

Nothing upfront. No setup fee, no retainer, no minimum. Cloudy2Clear pays per booked appointment and nothing else. No appointments, no cost.

WATCH THE REVIEW CALL

A three-minute recording of a monthly review call with Cloudy2Clear. Unedited. youtu.be/w5SZrUYH01g

Before, the hesitation, and what happened next

Six questions, answered in writing by Francesca McGee, Operations Manager at Cloudy2Clear, September 2026.

BEFORE SETTERLY

"Before Setterly, our office team were following up customers after we had sent their quote, but it wasn't always as consistent as it needed to be. When we were busy, some customers would only be called once or twice and some wouldn't get called at all. They could then sit in awaiting decision without being followed up again."

WHY WE HESITATED

"We decided to try Setterly because we had a large number of customers who had already received a quote but hadn't made a decision. I did hesitate at first because I wasn't sure how customers would react to an AI message or whether it would annoy them."

WHAT SURPRISED US

"What surprised me most was how many customers were still interested. They hadn't necessarily rejected the quote, they had just been busy or hadn't got around to making a decision. The AI allows the customer to arrange a call at a time that suits them, which gives us a much better chance of actually speaking to them."

THE RESULTS

"The results have been really positive. It has helped us speak to customers who we probably wouldn't have managed to contact again and has brought in additional sales from quotes we had already done. It also takes pressure off the office, so the team can focus on customers who are ready to go ahead."

Around 10% of the sales value it brings in

IN FULL, CAVEAT INCLUDED

"The return is good, providing the sales are a decent value. We do have some jobs that are only our minimum charge of £120, so I wouldn't say those give us a particularly good return. However, the higher value jobs are good value for money. Overall, each month the cost of Setterly is around 10% of the sales value it brings in."

~10x

RETURN ON SPEND

Cost at 10% of sales value is a ten-to-one return, stated by the client, on closed sales rather than pipeline.

WOULD YOU RECOMMEND IT

"I would say give it a try and look at the actual results. It won't get every conversation perfect, but it gives you consistent follow up and stops good quotes from being forgotten. If you have a big awaiting decision list, there is probably a lot of money still sitting in it."

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[Watch on YouTube](#)

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