

BPO SERVICES FOR US CONSTRUCTION FIRMS

Every construction company faces compounding operational leaks:

- The need for more leads.
- Leads coming in but not being contacted fast enough
- Estimation delays killing win-rate
- Site managers and owners stuck doing admin instead of execution
- Paid ads producing volume but not booked jobs
- CRM, job costing, and scheduling systems underused
- Poor visibility across pipeline, crews, and cash flow

We are designed to address these gaps **simultaneously**, without forcing a system overhaul, long-term contract, or organizational disruption.

Who This Is For

- Residential & commercial construction companies
- General contractors with multiple crews
- Specialty contractors scaling lead volume
- Owners doing sales + ops + admin themselves

Pilot Setup

- Select operational focus areas (listed below)
- Define market, crew, and job-type scope
- 14-day duration
- Dedicated operators, approved workflows, defined KPIs
- Weekly reporting and review

If it works, you continue.

If it doesn't, you stop.

No lock-in. No disruption. No cost if we don't deliver.

Trust & Risk Architecture

- US-market scripts, estimates, and workflows only
- Dedicated construction operations team
- Recorded calls, estimates, and activity logs
- KPIs defined before launch
- Pilot-first, month-to-month analytics

Next Step

Select your pilot focus, approve scope, and launch within days.

This is the **lowest-risk way** to test revenue recovery and operational efficiency without restructuring your business.

CORE SERVICE STACK

1. CALL HANDLING & BOOKING OPERATIONS

Purpose: Capture demand before competitors do

Covered Calls

- Inbound lead calls
- Missed call recovery
- Estimate follow-ups
- Rehash / reschedule calls

Execution Framework

- Speed-to-lead under 5 minutes
- Call + SMS follow-up sequences
- Job qualification before estimator handoff

Expected Result

- 20–30% fewer missed opportunities
- Higher estimate show-up rate

Risk Controls

- Script approval
- Call recordings
- Single market pilot

2. LEAD GENERATION (PAID MEDIA)

Purpose: Predictable job demand, not random inquiries

Channels

- Google Search
- Local Service Ads
- Meta (geo-targeted)

Execution

- Job-type focused campaigns
- Landing pages built for bookings
- Centralized lead routing

Expected Result

- CPL stabilized within 21 days
- 25–40 booked leads/month per trade

Risk Controls

- Spend caps
- Weekly reporting
- No ad lock-in

3. WEBSITE & CONVERSION SYSTEMS

Purpose: Turn traffic into booked jobs

Scope

- Website builds
- Form routing
- CRM integration

Expected Result

- Lead delivery failures eliminated
- 10–20% conversion lift

4. CRM & JOB PIPELINE MANAGEMENT

Purpose: Visibility across sales → execution

Platforms

- Jobber
- Buildertrend
- GoHighLevel

Expected Result

- Centralized pipeline
- Lead aging reduced
- Cleaner forecasting

5. PROJECT & CREW COORDINATION

Purpose: Reduce owner bottlenecks

Scope

- Scheduling
- Task tracking
- Client updates

Expected Result

- Fewer delays
- Reduced owner involvement per job

6. REVIEWS & REPUTATION MANAGEMENT

Purpose: Increase trust before the first call

Platforms

- Google
- Yelp
- Angi

Expected Result

- Higher conversion from same traffic
- Review velocity restored

7. BACK-OFFICE SUPPORT

Purpose: Clean books, clear reporting

Scope

- Job-level bookkeeping
- Invoicing support
- Email & admin triage

Expected Result

- Lower cognitive load
- Better cash visibility

Have Questions? Ready to get Started?

BOOK A CALL



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