



Amir | Automation Consultant

2025

Hirebus Lead Automation

Case Study & Report

Company Overview

Hirebus.Inc is a forward-thinking company that relies on high-volume inbound leads from Facebook Ad campaigns. Their primary goal is to connect with potential customers quickly and efficiently to schedule discovery calls with their sales team. With over 1,000 leads per month, they needed a scalable solution to maintain instant response times and maximize conversion rates.



Challenges & Objectives

Challenges

- Delayed response times (24-48 hours)
- High labor costs (\$25/hour)
- Inconsistent weekend follow-up
- Lost revenue to competitors
- Manual calling bottleneck

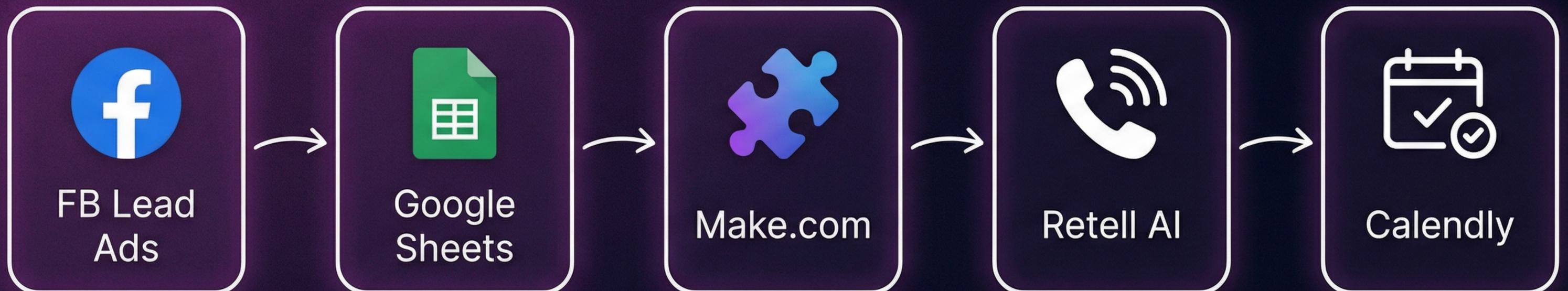
Objectives

- Instant lead response (<30 seconds)
- Reduce operational costs
- 24/7 automated engagement
- Increase conversion rates
- Scale without adding headcount

The Solution: AI-Powered Calling Engine

A fully automated workflow connecting Facebook Lead Ads to an intelligent AI calling agent, capable of booking appointments in real-time.

Tech Stack



Key Results: 3-Month Impact

3,138

Total Calls Automated

104.6 hrs

Labor Hours Saved

\$2,615

Cost Savings

161.5%

Return on Investment

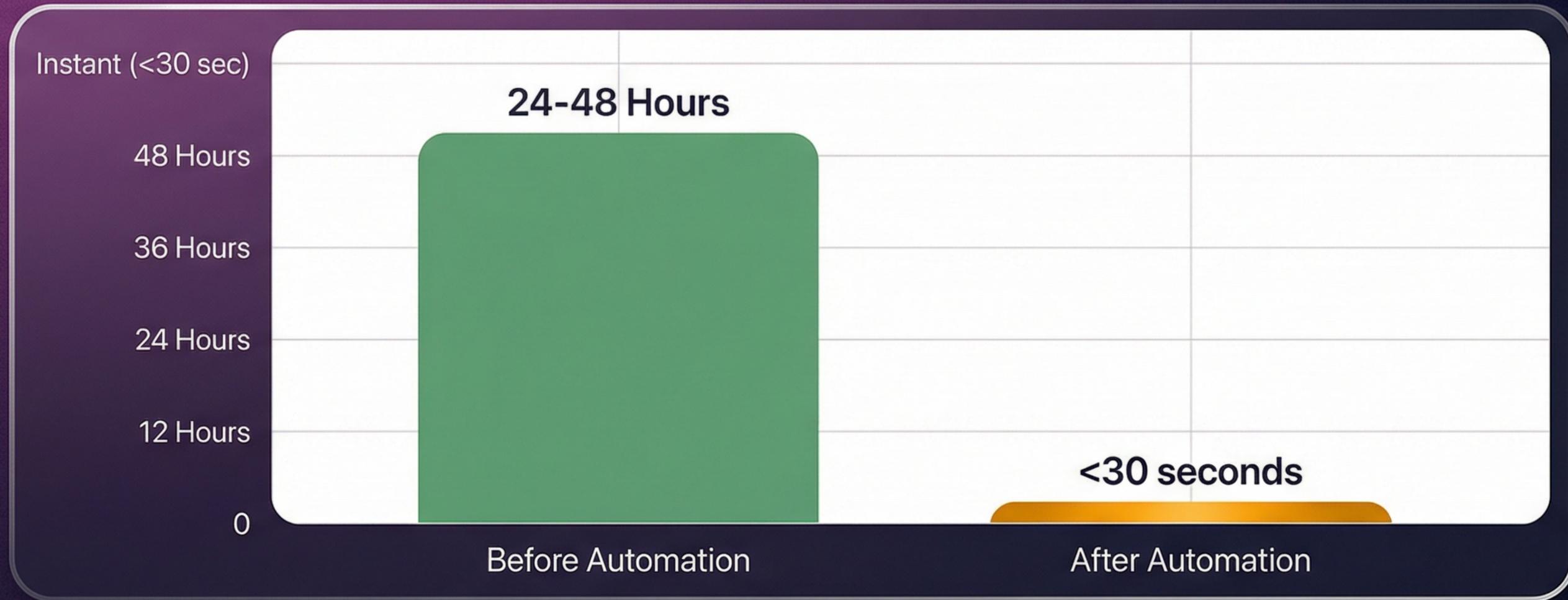
1,098

Booked Appointments

35%

Conversion Rate

Response Time: Before vs After



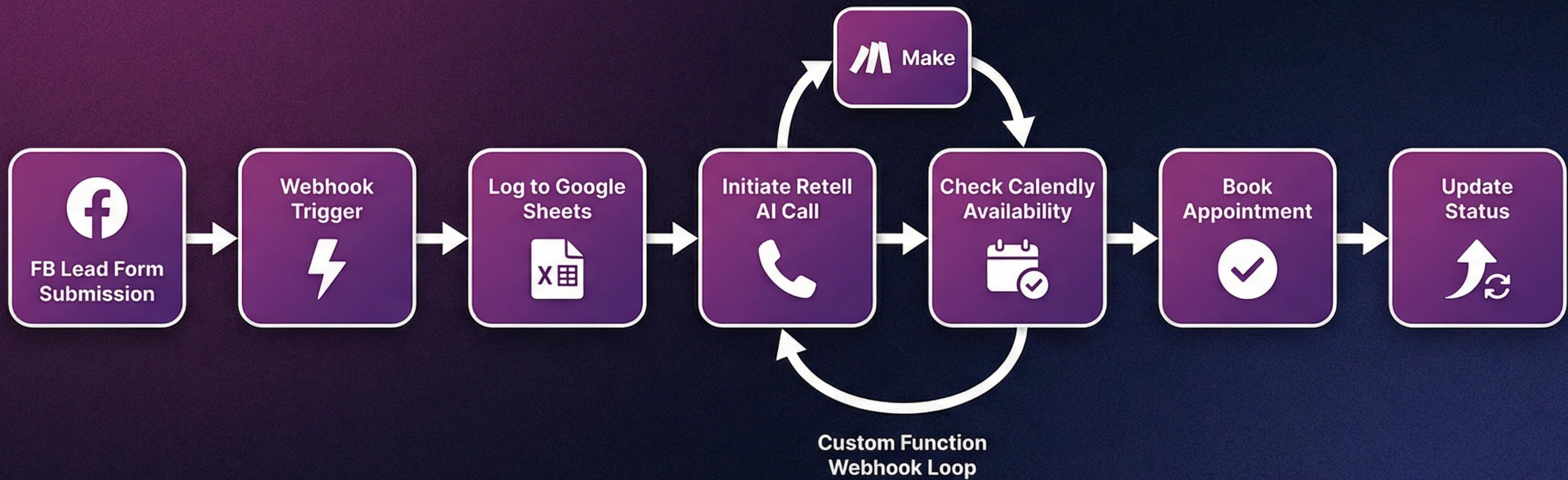
24-48 Hours → **Instant (<30 sec)**

Financial Impact: ROI Breakdown



Net ROI: 161.5%

Technical Architecture



Client Testimonial

“Working with Amir was a game-changer for our lead management. The automated system has been flawless, and the results speak for themselves. Our response time is now instant, and our sales team can focus on what they do best: closing deals. I can't recommend Amir enough!”

- Farhad, CEO

Hirebus.Inc



Conclusion & Impact

By automating the outbound calling process, Hirebus eliminated response delays, significantly reduced operational costs, and created a scalable system for lead engagement. The project delivered a 161.5% ROI while freeing up the sales team to focus on high-value conversations with pre-qualified, booked leads.

Key Takeaways:

- Instant response times increase conversion rates
- AI automation reduces costs without sacrificing quality
- Smart integrations create seamless customer experiences

