

CASE STUDY

High 5 Plumbing Sets the Bar High with BlueJeans

Levi Torres doesn't like sitting still in his business. As the President of High 5 Plumbing, he's always on the lookout for new and better ways of running the company.

"I truly believe you have to be changing and doing different things every day," he says.

This forward-thinking attitude has helped High 5 Plumbing thrive and sail through the COVID-19 crisis. The Denver-based company has become more efficient at turning leads into customers and in delivering its services, enabling it to grow while cutting operating costs.

Providing Virtual Estimates

In 2018, High 5 sought a way to provide cost estimates to customers who would call just to get a price. The company's technicians don't give a quote without seeing a customer's job first.

"Any plumber who gives a price over the phone is just doing what they call 'bait and switch,'" says Torres. "This means, I'm going to give you a price over the phone, but once I get there, it's going to change because every situation is different."

But this meant High 5 ended up missing up to 10 leads every day. "So, we decided to start to offer video chat," says Torres.

The company called the virtual service High 5 Live, where customers can have a video chat with a technician in a 30-minute window to get a cost estimate. They can show the technician what needs to be installed



Industry: Plumbing services

Challenge: High 5 Plumbing wanted to make the process of providing cost estimates via video calls easier and more efficient.

Solution: The company adopted BlueJeans Meetings as the sole video conferencing platform for its virtual service called High 5 Live.

Results: High 5 Plumbing has sped up the process of setting up video calls and made them easier to join, improving customer experience.

The business has reduced its operating costs by offering virtual estimates.

About 70% of callers who would have said no to an in-home appointment opt for a video chat.

The company has grown its pool of technicians, while enabling them to better manage their time.

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or fixed, from leaking pipes to clogged drains, and faulty water heaters to sewage overflows.

When High 5 first offered this option, it was using different video conferencing platforms at the same time. “We literally had a list of like 10 platforms that we would offer customers to chat through,” says Torres.

Streamlining the Virtual Service

After trying BlueJeans Meetings, Torres realized the High 5 Live service could be much better.

“BlueJeans made it very simple. The fact that customers didn’t have to download an app — that they could just get a link and join a meeting — that made us realize that the platform was what we needed. We no longer have to ask, ‘Hey, what app do you have?’ Now, it’s like, ‘Sweet, we’re going to send you a link and you click on it.’”

BlueJeans Meetings has since been the sole video conferencing platform of High 5 Live, enabling Torres and his team to streamline the process of providing virtual estimates.

“We no longer spend 17 minutes or so just to get a customer booked for a video chat.”

According to Marketing Director Claire Doyle, ease of use is important because not all High 5 customers are technology-savvy. “We have Millennials all the way to Boomers. So, with all the different generations of customers we have, it’s important for our call center to be able to just send a link. That eliminates all the other steps and the confusion.”

Driving Efficiencies

High 5 Plumbing estimates that 70% of callers who would have said no to an in-home appointment opt for a video chat.

“We can also add these callers to our customer base, which we wouldn’t have been able to do without the High 5 Live option,” says Doyle.

The cost saved by doing estimates virtually instead of sending a technician to assess projects has also been massive, according to Torres.

“We’ll be national in 10 years. And as long as we benefit from the convenience and ease of using BlueJeans, it will always be the way to go for High 5 Live.”

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“No matter where you are in Denver, you have to drive 20 to 30 minutes to a place and then back. By doing video chats instead, we’re saving on hourly pay, on fuel costs, and on vehicle maintenance. That has made a drastic difference.”

Time savings for technicians have been equally great. “If they’ve had a prior discussion about a job, they can maximize and better manage their time,” says Torres. “They don’t have to drive 30 minutes to a house and end up not doing any plumbing work because the customer just wants to know how much it costs to remodel their basement.”

Sailing through the Pandemic

As COVID-19 left many plumbing contractors scrambling to find a way to provide virtual cost estimates, High 5 became even stronger. It went from doing an average of five to seven video calls a week before the pandemic to getting 20 a week between March and October 2020.

“We noticed more people were now choosing that option,” says Torres. “It was nice to have all the processes and everything already in place.”

While the number of video calls has now settled down to an average of seven to 10 a week, High 5 is using the BlueJeans platform more than ever as it expands its operations. The company opened its second location in Denver in 2021, and to keep communication going between the two offices, the leadership team is always on BlueJeans Meetings.

“We have standing meetings and we do employee development meetings each week,” says Doyle. “Just being able to have that connection and knowing that no matter where you are, you can connect with each other, that’s been really helpful.”

Improving Recruitment

High 5 has also stepped up its recruitment via BlueJeans Meetings, interviewing job applicants from places as far afield as Georgia, North Carolina, and Texas.

“We’re very active on Facebook and Instagram, and because of that, a lot of technicians from other states follow us and watch what we’re doing,” says Torres. “We also hand out our stickers, hats, and T-shirts when our technicians attend training all over the country. So, if technicians from other states want to move to Denver one day, they often get in touch with us.”

This strategy has worked for High 5. By interviewing technicians on BlueJeans before they move to Denver, the company can hire them before other companies even talk to them. It has so far hired 10 technicians from other states via social media and BlueJeans.

According to Torres, Denver is very forward-looking and competitive when it comes to plumbing. “There are like 1,800 plumbing companies in this market, and we are probably the tenth biggest. So, we have to be on the forefront of recruiting because once technicians move to Colorado, there are larger companies with bigger recruiting budgets that they might consider.”

Aside from growing its pool of technicians, High 5 Plumbing is also expanding its locations across Denver and looking well beyond the city.

“We’ll be national in 10 years,” says Torres. “And as long as we benefit from the convenience and ease of using BlueJeans, it will always be the way to go for High 5 Live.”

ABOUT HIGH 5 PLUMBING

Established in 2012, High 5 Plumbing started as a plumbing services provider to remodeling contractors. Since 2015, it has been serving residential customers, providing general plumbing, water heating, and drain and sewer services. It has two locations in Denver, Colorado, and plans to open a third one in the next 18 months.