



Partnership with AnswerNet to help improve the quality of their sales operations, increase revenue and expand organization

Industry: Home Services

Client: Provides home warranty, repair and maintenance services nationwide

Timeframe: 2007-present

Case Study



The Client

Cinch Home Services is dedicated to making home management easy by offering a full selection of hassle-free, cost-effective home solutions, including warranty products and maintenance plans. Since 1978, the company has built a reputation for excellence and is one of the nation's leading providers.

Cinch has trusted AnswerNet for 18 years as its long-term partner for both outbound and inbound customer engagement. The partnership has grown to include support for customer service, membership inquiries and customer retention campaigns.



The Challenges

Cinch has a substantial call volume that their internal call center was struggling to handle, leading to customer dissatisfaction and a drop in sales.

Additionally, Cinch faced significant challenges with limited internal resources and the need for more effective performance and retention efforts.

As the business scaled, they sought a partner who could not only handle high call volumes but also maintain service quality and conversion rates. Additional channels such as email and text have been added, which required a flexible and experienced communications partner.



The Solution

AnswerNet began with outbound campaigns focused on sales and expanded to manage a wide range of inbound services, including membership support and customer retention. AnswerNet agents consistently outperformed other partners, leading Cinch to transition additional campaigns to the team. In 2025 alone, 19 new campaigns launched in May, with 60+ campaigns active overall. Performance tracking, campaign customization and quality assurance all contribute to continuous improvement and client satisfaction.



The Result

AnswerNet's expertise and consistent results have made it the go-to contact center for Cinch, helping them drive revenue, retain customers and expand their communication strategies:

- Trusted partner since 2007
- More than 60 active campaigns in 2025
- 585,621 calls handled in 2024; projected to exceed 700,000 in 2025

60+ Annual

Inbound and outbound campaigns managed by AnswerNet

For more information, call, text or visit us online.

800.411.5777 | [answer.net.com](https://www.answer.net)

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