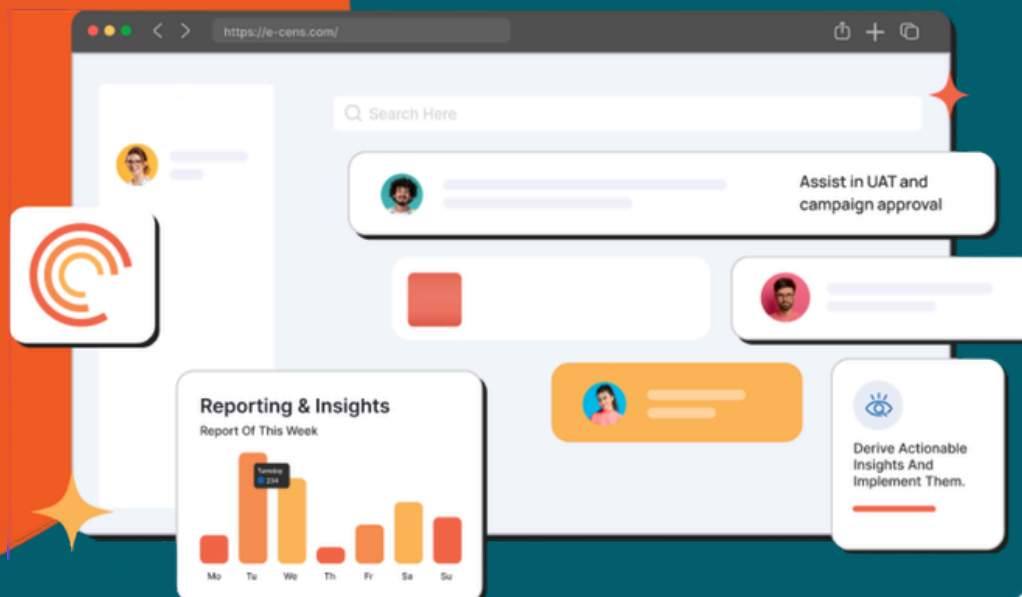




Rust Construction Transformed Lead Capture, Qualification with HuboExperts

Rust Construction partnered with HuboExperts to eliminate disconnected systems and manual processes by integrating Quo, HubSpot, and JobTread. Through AI-powered automation and Zapier integrations, the company established a seamless workflow from lead capture and qualification to project handover and operations management.



250+ Hubspot Projects Running Successfully

8.78% Open Rate Increased

1.9% Conversion Rate Increased



About Rust Construction

Rust Construction is a residential construction and renovation company focused on delivering high-quality building and remodeling projects. As the company scaled, leads started coming from multiple channels including phone calls, website forms, referrals, and marketing campaigns.

Industry	Residential Construction & Renovation
Company size	11–50 employees
Headquarters	Alexandria, Virginia, USA
Website	www.rust-construction.com

To support growth, Rust Construction required a centralized system that could capture leads, qualify prospects, manage customer communications, and seamlessly hand over qualified opportunities to the operations team responsible for project delivery.

Client Overview

Rust Construction relied on multiple platforms to manage customer interactions and project operations.

- Quo was used for inbound call handling and IVR management.
- HubSpot served as the primary CRM for lead management, SMS communication, and sales activities.
- JobTread was used for project operations and construction workflow management.

However, these platforms were not natively integrated, creating data silos and manual processes between sales and operations teams.

Major Challenges Rust Construction

Before HubSpot implementation, the team faced the following challenges:

- Incoming phone calls were handled in Quo, but caller information was not automatically captured in HubSpot.
- Valuable lead information collected during calls remained locked inside call transcripts.
- Manual data entry increased administrative workload and introduced the risk of human error.
- HubSpot and JobTread operated as separate systems with no automated data synchronization.
- Sales and operations teams lacked a unified view of customer information.
- Transitioning qualified leads from sales to project execution required manual intervention.
- Important customer details such as project type, referral source, and location were difficult to track consistently.

Solutions Provided by HuboExperts

HuboExperts designed and implemented an integrated lead management ecosystem connecting Quo, HubSpot, JobTread, Zapier, and AI-powered automation.

1. AI-Powered Call-to-CRM Automation

Rust Construction uses Quo exclusively for inbound calling and IVR management.

When a prospect calls:

- The IVR routes the call appropriately.
- Agents collect key qualification details including:
 - First Name
 - Last Name
 - Location
 - Project Type
 - Referral Information
 - Additional Project Requirements
 - A complete call transcript is generated within Quo.

Since Quo does not provide automatic synchronisation with HubSpot, HuboExperts implemented a Zapier-based integration enhanced with AI.

The AI reads the call transcript and automatically extracts key customer information. The extracted data is then mapped to corresponding HubSpot properties and used to create or update contact records automatically. This eliminated manual data entry while ensuring all customer conversations became structured CRM data.

2. Unified Lead Capture in HubSpot

HubSpot was established as the central system for marketing and lead management.

Lead sources included:

- HubSpot Website Forms
- Phone Calls through Quo
- Referrals
- Marketing Campaigns
- SMS Conversations

Lead capture workflows were configured as follows:

Website Leads

When a prospect submits a HubSpot form:

- Contact records are created automatically.
- Lead information is stored instantly within HubSpot.
- Sales teams can begin qualification immediately.

Phone Leads

When a prospect calls:

Quo → AI Processing → Zapier → HubSpot

The lead is automatically created in HubSpot with all extracted qualification details.

This ensured every lead entered a single source of truth regardless of acquisition channel.

3. SMS Communication Through HubSpot

HubSpot was configured as the primary customer communication platform for SMS engagement.

Sales teams can:

- Send SMS messages directly from HubSpot.
- Track customer interactions.
- Maintain communication history within the CRM.
- Manage follow-ups through the Sales Workspace.

This provided complete visibility into customer engagement throughout the sales cycle.

4. Sales Qualification & Pipeline Management

Rust Construction utilizes HubSpot Sales Workspace to manage lead progression.

A structured qualification process was established:

- New leads enter HubSpot.
- Sales representatives qualify prospects based on project requirements and readiness.
- Qualified prospects are converted into Deals.
- Deal stages provide visibility into the sales pipeline and customer journey.

This enabled sales teams to consistently manage opportunities while maintaining accurate forecasting.

5. Automated HubSpot-to-JobTread Integration

One of the most critical requirements was bridging the gap between sales and operations.

JobTread serves as Rust Construction's operational platform where projects are executed and managed.

Because HubSpot and JobTread were not natively connected, HuboExperts developed a Zapier-powered integration.

When a lead reaches the appropriate stage and project designs are finalized:

- Customer information is transferred from HubSpot to JobTread.
- A Customer record is created within JobTread.
- A Job record is created containing project details and scope information.
- Operations teams gain immediate access to project requirements.

This eliminated manual handoffs between departments and ensured operational readiness.

6. Seamless Lead-to-Project Handover

The newly implemented process created a fully connected lifecycle:

1. Lead enters via phone call or website form.
2. Contact is automatically created in HubSpot.
3. Sales team qualifies the opportunity.
4. Qualified lead becomes a Deal.
5. Project design is finalized.
6. Customer and Job records are created automatically in JobTread.
7. Operations team begins project execution.

This created a streamlined journey from initial inquiry to project delivery.

Business Impact

After implementing the integrated ecosystem, Rust Construction achieved:

- Automated lead capture from both calls and forms.
- Elimination of manual transcript review and data entry.
- AI-driven extraction of critical customer information.
- Centralized customer records within HubSpot.
- Improved lead qualification and sales visibility.
- Automated synchronization between sales and operations platforms.
- Faster project onboarding for operational teams.
- Reduced administrative effort across departments.
- Improved accuracy of customer and project data.
- A scalable lead-to-project process capable of supporting future business growth.

Are you looking to grow your business or outsource your HubSpot CRM management?

Talk to us today!!



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