

**CUSTOMER STORY: SIMPLESUB**

# **CAPACITY, EFFICIENCY, AND GROWTH: HOW SIMPLESUB SCALED SUPPORT WITHOUT SCALING HEADCOUNT**

How a six-person team gained two employees' worth of capacity to simplify billing and support residents with faster answers.

**CRESCENDO**





## COMPANY SNAPSHOT

**SimpleSub** is revolutionizing water metering for multi-unit properties with ultrasonic, over-the-pipe technology that requires no cutting, no water shutoff, and installs with just two zip ties and a single button. Operating as both a hardware and services company, SimpleSub serves apartments, HOAs, mobile home parks, and commercial properties nationwide with cellular-based submetering devices engineered to last 8 to 10 years.

To support two distinct customer groups, SimpleSub operates two brands. SimpleSub is the primary product brand, with support focused on technical issues for property managers and installers.

MyResidentBill is a sub-service with a dedicated billing portal that allows residents to manage payments and resolve billing questions. This structure keeps technical troubleshooting and high-volume billing inquiries clearly separated while ensuring each audience receives the right type of support.

With a hardworking team of six full-time employees managing support across both brands, SimpleSub had built a reputation for personal, responsive service. As demand accelerated, the team needed a way to scale that level of support without compromising the experience customers had come to expect.





TAKEAWAY

SimpleSub partnered with Crescendo to transform its support model from reactive to strategic. What began as a resident-focused pilot evolved into a full AI-and-human partnership that expanded coverage, delivered more consistent support, and freed SimpleSub’s team to focus on growth.

Residents now receive fast, accurate billing support. Installers and property managers now reach human support more reliably during deployments, with faster escalation and fewer repeated calls. And SimpleSub’s internal team has regained the capacity required to mature operations and improve the customer experience.

53 DAYS

Chat Deployment

55 DAYS

Voice Deployment

Beginning in MyResidentBill with phased expansion into the SimpleSub product line



Zendesk now operating at full potential, With Crescendo managing integrations, automations, and reporting

4 HOURS

Coverage hours extended daily, Enabling full U.S. time-zone support and launching weekend sales-lead coverage

22s

Average voice time-to-agent for MyResidentBill escalations, improving responsiveness when resident inquiries require human support

65%

reduced internal ticket volume for human agents, Creating bandwidth equivalent to adding two full-time employees

## CHALLENGE

# Building capacity for growth

The support operation was efficient and skilled, but already operating at capacity. As SimpleSub's innovative water metering technology gained traction nationwide, the existing model could no longer keep pace. The team spent most of its time answering every call and resolving every technical issue, leaving little room for strategic initiatives or for preparing the organization for scale.

**Customers strongly preferred phone support and expected quick responses. Many were calling from East Coast time zones, well outside Mountain Time business hours.**

Installers completing live deployments often need immediate technical guidance. To keep up, the team had created an internal emergency line for installers, but this stopgap stretched already limited resources during high-volume periods.



**What the company needed was a support model that could extend its capabilities, preserve service quality, and protect the distinct brand voice that defines both SimpleSub and MyResidentBill.**

# WHY CRESCENDO

■ **Trusted referral** from a long-standing consultant with a proven track record of scaling customer experience operations

■ **Fast deployment that matched SimpleSub's philosophy of continuous enhancement**, enabling a smooth rollout across chat and voice

■ **Collaborative partnership** with weekly syncs, shared Slack communication, and rapid iteration

■ **AI + human expertise** working together for accurate automation and thoughtful escalation

■ **Professional Zendesk administration**, Crescendo manages integrations, automations, and reporting so SimpleSub can use Zendesk to its full potential without the overhead

■ **Continuous optimization of the AI Assistants**, with Crescendo refining Assistant behavior, knowledge articles, workflows, and response quality as new patterns emerge

■ **Future-ready foundation**, including planned multimodal AI support for real-time installation guidance

## SOLUTION

# A collaborative rollout built for speed and scale

Crescendo and SimpleSub began with a phased rollout designed to build confidence and ensure a high-quality experience from day one. The partnership launched on MyResidentBill as a focused pilot environment, giving both teams space to refine workflows, validate AI Assistant behavior, and align on brand voice before expanding into broader SimpleSub product use cases.

SimpleSub's customer operations leader developed detailed process documentation for billing, payment scenarios, and common resident questions, enabling rapid knowledge base development with Crescendo.



After shadowing sessions, alignment meetings, and knowledge-base tuning, the MyResidentBill Chat Assistant went live on September 2, 2025, 53 days from kickoff.



Voice Assistant launched on October 27, completing the resident-facing rollout over a two-stage deployment.

Before partnering with Crescendo, SimpleSub maintained its own Zendesk instance but found the administrative overhead difficult to sustain with a lean support team. To streamline operations, SimpleSub adopted a turnkey CX model led by Crescendo, combining Crescendo's AI Assistants and human support with ticketing and telephony delivered through a managed Zendesk environment. Crescendo trained its AI Assistants using SimpleSub's existing documentation, set up and managed the Zendesk instance, rebuilt the Help Center, and implemented automations that reduced manual effort and improved day-to-day support operations.



## SOLUTION

# A collaborative rollout built for speed and scale

With MyResidentBill running smoothly, Crescendo expanded coverage by 4 hours daily, enabling resident support across all U.S. time zones. Installers working on live deployments also benefited, as the reduced MyResidentBill volume gave SimpleSub's internal team more bandwidth to respond quickly to urgent technical needs during field installations.

### Expanding to the SimpleSub product brand

Following the successful MyResidentBill pilot, Crescendo and SimpleSub extended the model to the larger brand. The SimpleSub Chat Assistant launches in December 2025 to support technical inquiries from installers and property managers. Voice Assistant support and guidance for multimodal AI installations will follow.

**“Generally, customer service organizations move at a snail’s pace. Crescendo has gone at a very rapid pace, learned quickly, and applied the right kind of support.”**

VP of Operations, SimpleSub

## IMPACT

# Speed, capacity, and confidence at scale

The shift in workload and responsiveness was felt quickly. With Crescendo absorbing MyResidentsBill's high-volume, repetitive inquiries that previously consumed most of the support team's time, the internal team regained meaningful bandwidth for strategic initiatives, documentation improvements, and installer enablement.

Ticket volume handled by internal staff dropped by 65%, giving the team space to work proactively rather than reactively manage queues, effectively restoring the equivalent capacity of two full-time team members.

Crescendo now resolves the majority of repetitive resident questions and escalates only the issues that require human agent involvement, creating a more sustainable operating rhythm for SimpleSub. For MyResidentBill residents, the impact is most visible in speed and consistency.

- ✔ **Billing questions** are now resolved more efficiently using contextual data such as account history, payment activity, and past transactions.
- ✔ When issues require human involvement, the **Voice Assistant** escalates callers to an agent in an average of 22 seconds, significantly improving responsiveness compared to the prior voicemail-driven experience.
- ✔ **Expanded coverage hours**, from 7 am to 7 pm Mountain Time, ensure residents across U.S. time zones receive timely support without waiting for the next business day.



## IMPACT

# Speed, capacity, and confidence at scale

- ✔ **Technical support** for the SimpleSub product line is still in its early stages, with Chat scheduled to launch in December 2025 and Voice planned as a fast follow. Even ahead of those dedicated channels, installers are already seeing improvements due to the newly created support bandwidth. This shift freed SimpleSub's internal team to reliably staff the installer emergency line during live deployments, giving field teams faster access to a human operator when timing matters most.
- ✔ **Weekend Voice Assistant** support is being added to the SimpleSub product to capture previously unanswered weekend questions and sales queries. Crescendo will qualify these leads and book appointments, ensuring revenue opportunities aren't missed during off-hours.

Taken together, these gains delivered a scalable support model without increasing headcount. SimpleSub expanded availability, improved response predictability, and regained internal capacity while maintaining the personal service the brand is known for. With multimodal AI installation support and SimpleSub's chat and voice channels coming next, the company is well-positioned to deliver even faster, more intuitive guidance as it grows into new markets.



**"My ticket volume has gone way down, which is amazing."**

**Hannah Dwyer,**  
Customer Service Lead,  
SimpleSub

## PARTNERSHIP PHILOSOPHY

SimpleSub's partnership with Crescendo began with trust and grew through shared values. From the start, both teams established a collaborative rhythm with shared communication channels, weekly syncs, and fast, transparent issue resolution.

SimpleSub's operating philosophy aligns naturally with Crescendo's approach. Both teams prioritize moving quickly, learning continuously, and maintaining high-trust partnerships. As the relationship developed, they worked together to build a lasting CX program that meaningfully improved the support experience through clearer billing guidance, more consistent engagement, and reliable access to help when customers needed it.

The partnership continues to evolve. With the MyResidentBill pilot running smoothly, SimpleSub expanded its use of Crescendo across all of its existing product lines and additional support needs. What began as a resident-focused deployment has now grown into a strengthened internal capacity for installer support, early weekend sales-lead capture, and the groundwork for chat, voice, and multimodal AI installation guidance. Each step has strengthened the service infrastructure and reduced friction for both residents and on-site teams.

SimpleSub sees Crescendo as a true partner invested in their success, a relationship built on shared values, mutual trust, and a commitment to delivering excellent customer experiences.

**“We love your company,  
and we love everyone  
we've interacted with.  
You can tell the  
difference between  
people doing their job  
and people who really  
care. Crescendo cares  
as much as we do.”**

VP of Operations, SimpleSub