ClearSource

A LEADING **HOME WARRANTY** SERVICE PROVIDER

Boosting Sales Conversions with AI-Powered Objection Handling Simulations

ClearSource supports a leading U.S. home warranty provider with outbound sales operations aimed at renewing expiring home warranty subscriptions.
A key challenge in this campaign is maintaining agent preparedness in the face of low contact rates. Long gaps between calls often lead to agents losing their sales rhythm and struggling to overcome objections when a call does connect.

To address this, ClearSource implemented AI simulations focused on objection handling and persistence. These simulations allowed agents to stay sharp during downtimes, boosting overall performance and conversion rates.

Partner Background

Industry:	Home Warranty
Company Size:	Enterprise
Geographic Focus:	North America
Business Model:	B2C

The client provides home warranty services to both new and existing homes across the United States and is one of the largest providers in the country.

The Challenge

Outbound dialing presents two main challenges for this client's sales campaign:

Low Contact Rate – A structured "champion and challenger" approach was needed to measure the impact of different training environments

Objection Handling – When a call connects, the agent must quickly re-engage in a persuasive sales mindset to handle objections and close the renewal.

These issues made it difficult for agents to maintain high conversion rates and follow the correct sales process, especially when interactions were few and far between.

ClearSource Solution

ClearSource deployed AI-powered simulations specifically designed to address objection handling and persistence in outbound sales calls.

Simulation Features:

- Realistic outbound call flows
- Persona-based objection models (easy, medium, hard)
- Real objections sourced from actual calls
- Graded performance tracking for each simulation

Rollout Approach:

- Initial Rollout (December 2024): Agents started with easy-level simulations to build familiarity with the tool and practice core skills.
- Augmented Rollout (February 2025):
  - Introduced medium and hard simulations.
  - Gave agents flexibility to practice simulations during downtime.
  - Gamified participation by tracking completion of simulations by difficulty level.

ClearSource deployed AI-powered simulations specifically designed to address objection handling and persistence in outbound sales calls.

Execution & Implementation

Phase 1: Problem Identification — Analyzed gaps in agent readiness during low-contact periods, particularly around objection handling and persistence.

Phase 2: Simulation Development — Created simulations based on real calls, categorized by difficulty level. Used real customer personas and objection data to mirror live experiences.

Phase 3: Controlled Rollout — Deployed easy simulations in December to onboard agents into the experience.

Phase 4: Augmented Rollout — Launched medium and hard difficulty levels in February. Introduced gamification and open access during downtimes to encourage voluntary participation.

Key Results & Metrics

Month	Conversion Rate
December	27.80%
January	30.64%
February	37.11%
March	38.50%

Testimonial

“Practicing objection handling without the pressure of a live call has completely changed the game for our agents. They’re confident, persistent, and it’s showing in our numbers.”

— Sales Supervisor, ClearSource Team

Competitive Advantage & Lessons Learned

AI simulations gave ClearSource agents an edge by offering:

- Repetition in realistic scenarios during downtime
- Risk-free practice on challenging objections
- Motivation through gamification
- Scalability and consistency in training across the team

The key lesson: Even seasoned agents benefit greatly from regular, focused practice—especially in outbound environments where contact is unpredictable.

Business Impact & Expansion Opportunities

With proven success in outbound sales, ClearSource plans to:

- Expand objection-handling simulations to other outbound campaigns
- Create persona-based scenarios across different client verticals
- Continue refreshing simulation content to maintain engagement

This ensures continued skill development, high conversion rates, and a more agile workforce.

Conclusion

By combining AI simulation with gamification and real-world persona modeling, ClearSource enabled its outbound sales team to overcome objections confidently and persistently—despite low contact rates. The result was a dramatic improvement in conversion rate and agent preparedness.

If your outbound sales teams are struggling with consistency and objection handling, ClearSource can help you transform downtime into growth time.