

Any Hour Group uses data to fuel nationwide growth

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| Industry | Client Since | Solution |
| Specialty contractor | 2021 | Domo |

“With BT Partners and Domo, we’re able to grow the business while supporting each partner to be their best.”



Lincoln Walpole
Chief Business Officer
Any Hour Group



Any Hour Group is more than a home services company—it’s a powerhouse of growth. With a business model that unites successful local companies under a single, efficient umbrella, Any Hour is scaling rapidly nationwide. To support this explosive growth, they rely on data, turning to Domo and BT Partners’ Executive Analytics practice to equip stakeholders with the insights needed to thrive. Through this collaboration, Any Hour’s network gains the real-time data that fuels quick, smart decisions—keeping everyone moving faster, growing stronger, and performing at their best.

Unified view of the enterprise

As Any Hour’s network expanded, so did the complexity of its data needs. To track essential metrics, like revenue, ticket times, call volume, and lead generation across 24 entities (and counting), they turned to BT Partners. Using Domo’s powerful integration capabilities with ServiceTitan and other line-of-business applications—along with BT Partners’ experience and expertise—Any Hour gained a streamlined view of partner performance as well as a cohesive view across the enterprise.

This unified data view allows Any Hour to manage each partner to the network’s performance averages. By setting consistent

benchmarks for metrics such as booking percentages, close rates, and first-time fix rates, Any Hour quickly identifies where partners are excelling or might need additional support. Should a partner dip below the averages, Any Hour’s corporate team offers tailored advice and resources, helping them hit the targets and raise their performance.

Once everyone performs at the benchmark, Any Hour raises the bar, pushing the entire network to new heights. This data-driven alignment has led to record-high ticket amounts and sales rates across the board. “Data needs to be simple, easily accessible, and actionable,” says Walpole. “BT Partners and Domo give us exactly that.”

Driving continual improvement

BT Partners worked with Any Hour to customize solutions that incorporate insights from ServiceTitan and other applications. Each partner location has direct access to analytics, where managers monitor everything from high-level goals to technician performance. This visibility encourages accountability, as teams can see how their efforts impact company targets.



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“We’re committed to giving our partners the tools they need to succeed without burdening them with complexity,” says Walpole. “Now, we can offer those tools in a way that fits seamlessly into each partner’s daily operations.”

This level of support strengthens the relationship between Any Hour and its partners, creating a collaborative environment that drives both individual and collective growth.

Real-time data, immediate impact

One of the most valuable aspects of BT Partners’ analytics solution is its immediacy. With up-to-the-minute metrics, managers and corporate leaders can quickly spot which partners are excelling and which might need a hand.

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For example, among the metrics Any Hour monitors are weekly booked-to-budget comparisons for each of its services. The ability to analyze this data while it’s still fresh allows the management team and individual partners to work to impact performance in near real time.

Insights that drive revenue

Beyond operations, the unique solutions created by BT Partners that pull data from multiple sources, including ServiceTitan, marketing platforms, website analytics, and call center data, deliver critical marketing insights that help Any Hour make the most of every dollar spent. Knowing where leads come from and how well they convert allows Any Hour to focus on the most effective marketing channels. Partner businesses also benefit from this clarity, adjusting their local marketing efforts based on real data rather than guesswork.

By understanding where leads are coming from and where conversion rates could improve, Any Hour and its partners can make data-backed decisions that directly impact revenue.

Scaling for rapid expansion

Since partnering with BT Partners, Any Hour’s growth trajectory has soared. With private equity funding secured in 2021, they’ve scaled from \$100 million to \$450 million in revenue in just a few years, and they have no plans to slow down.

Adding ten new partners each year and driving 10 percent organic growth is a big task, but BT Partners helps make it feasible. Using their extensive ServiceTitan knowledge, BT Partners onboards new partners with Domo in just a few days, giving them immediate access to the tools that will set them up for success.

Success built on a shared vision

Any Hour has established a data-driven culture that fuels its growth. Every day, the company’s leaders gain perspectives that drive immediate action, allowing them to align each partner’s performance with shared goals. By making data simple, accessible, and powerful, BT Partners has helped Any Hour build a culture where data is a strategic tool that fuels success at every level.

“With BT Partners and Domo, we’re able to grow the business while supporting each partner to perform at their highest potential,” Walpole concludes.