



Case Study: Omega Home Builders & IrisCX Solution for New Home Warranty



Overview

For 55 years, Omega Builders has been a trusted leader in the homebuilding industry in Central Texas, delivering affordable luxury with a focus on value, reliability, and superior performance. Committed to continuously improving customer satisfaction, particularly in warranty management, Omega has integrated the IrisCX video and AI solution into their support process. This allows Omega to serve customers more efficiently in real-time while optimizing and simplifying the warranty process.

Challenge

Like many Multi-family builders, Omega faces growing challenges in managing warranty requests. Traditional methods like phone calls, emails, and forms cause delays, incomplete information, and repeated follow-ups, slowing the resolution process and frustrating homeowners. On-site assessments complicate the process further, requiring additional time and resources. Omega seeks to streamline warranty management, speed up response times, and improve communication with homeowners while maintaining its high standards of service.

Solution with IrisCX

Omega adopted IrisCX to modernize and enhance the warranty experience for their customers and trade partners. Here's how IrisCX has contributed to improving Omega's service:

1. **Real-Time Visual Support via SMS:** Homeowners can access real-time video support from Omega's warranty team through an SMS link, with no app download required
2. **High-Definition Video & Screenshots:** High-definition videos & screenshots allow Omega's Warranty team to identify service items and defects with a high level of detail, context, and transparency.
3. **AI Service Tasks & Triage:** IrisCX's AI extracts, summarizes, and categorizes service tasks from each interaction, reducing post-call work. Full videos or trade-specific tasks can be shared, reducing triage time. Video playback links can be copied into external systems to streamline team communication.
4. **Analytics & Reporting:** IrisCX offers comprehensive analytics and reporting, enabling Omega to streamline operations, identify patterns, and enhance overall service efficiency.

Impact

Omega's adoption of IrisCX has reshaped and improved their warranty process:

- **High Volume Visual Support:** Omega has completed over **700 visual support interactions** to date, with an average handle time of under **8 minutes**.
- **AI Tasks & Reduced Time to Triage:** IrisCX AI has **auto-extracted and categorized 500+ service tasks & work orders** from interactions, reducing time to review and triage. No work required for warranty coordinators
- **Customers are Happy:** Over the course of three years, Omega has consistently received positive feedback around visual support, maintaining a CSAT score of **9.1**.

Omega's Perspective

"IrisCX has changed our approach to warranty support by allowing us to address issues in real-time. Homeowners appreciate the access and transparency that visual support provides. Overall, it has equipped us to provide better service".— Tammi Burgess, Construction Operations Administrator

Conclusion

By adopting IrisCX, Omega Home Builders enhanced their warranty process, delivering faster, more efficient, and visually enhanced service. This integration has improved response times and streamlined claim resolution. IrisCX plays a key role in helping Omega maintain exceptional service standards while enhancing homeowner trust and loyalty.