

5,956 HVAC reviews

The data showing why your back office is breaking your field tech experience.

5,956

Google reviews of HVAC companies analyzed

20:1

Ratio of good reviews needed to erase one bad review

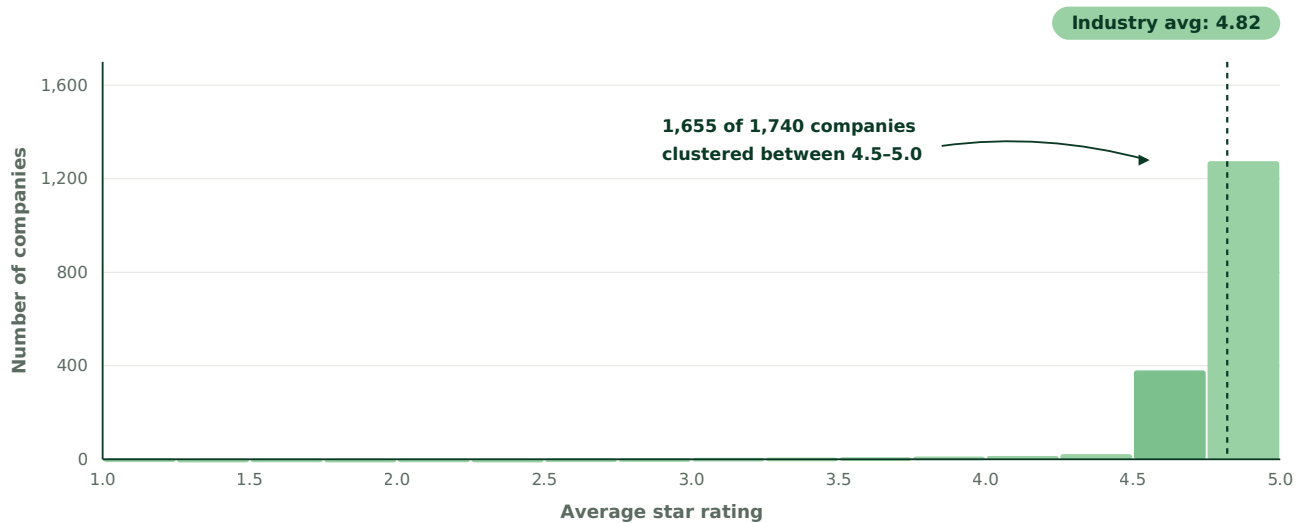
75%

Of most frequent complaints start in the back office

Industry snapshot

The bar is already almost perfect

A 4.82 industry average sounds healthy. It isn't. It's a tightly packed leaderboard where you don't win on reputation — you only lose it.



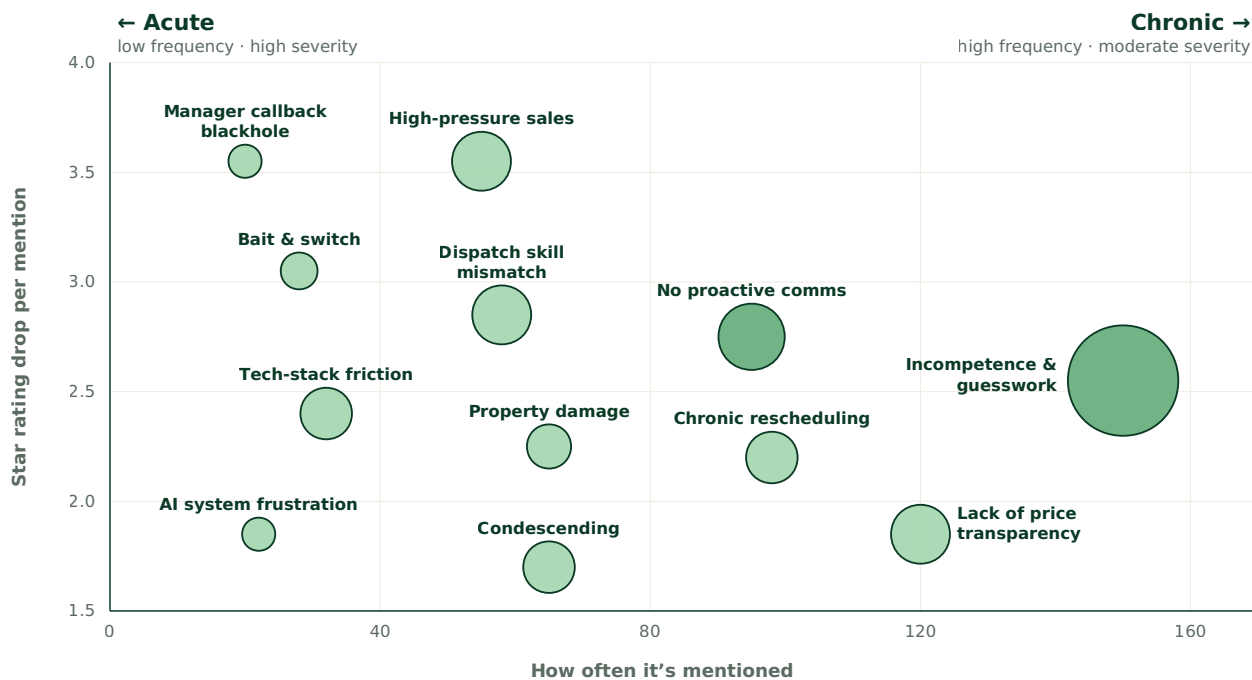
You can't out-shine the pack. You can only fall below it.

With 1,655 of 1,740 HVAC companies clustered between 4.5 and 5.0 stars, the gap between “great” and “best” is invisible to consumers. The real question: what separates the companies that hold their rating from the ones that quietly bleed?

The next 7 pages show you exactly what's killing HVAC ratings —
and where the damage is actually coming from.

Primary drivers of negative reviews

HVAC complaints split into two patterns: **acute betrayals** (high severity, low frequency) and **chronic friction** (high frequency, moderate severity). Almost nothing combines both.



Incompetence is the #1 complaint. But it's not actually a field problem.

"Incompetence & guesswork" is the single most damaging theme — but the next 9 highest-impact themes are all office or sales failures, not technician failures.

The next page shows where customers' "Incompetence" complaints actually originate.

The cascade

The technical complaints aren't actually technical

When customers complain about field techs, they're usually describing a back-office failure. Here's how the office breakdowns predict specific field complaints.

Wrong tech sent <i>Dispatch skill mismatch</i>	81% <i>leads to</i>	Tech "didn't know" <i>Incompetence & guesswork</i>	n=44
Tech damages other system <i>Collateral damage</i>	80% <i>leads to</i>	Tech "didn't know" <i>Incompetence & guesswork</i>	n=12
Unqualified trainee sent <i>Unqualified trainees</i>	79% <i>leads to</i>	Tech "didn't know" <i>Incompetence & guesswork</i>	n=11
Office never tells customer <i>Phantom communication</i>	94% <i>leads to</i>	"No-show" complaint <i>Proactive comm. failure</i>	n=16
Tech walks off mid-job <i>Abandoned unfinished work</i>	68% <i>leads to</i>	"They never followed up" <i>Proactive comm. failure</i>	n=13
Customer charged for company error <i>Charged for company mistake</i>	68% <i>leads to</i>	Tech "didn't know" <i>Incompetence & guesswork</i>	n=15

Dispatch & staffing

When the office sends the wrong tech, customers don't blame dispatch. They blame the tech. Your service team takes the hit for problems they didn't cause.

Communication & follow-through

The average HVAC company loses **\$195,000** every time a tech walks out the door. Your back office isn't just hurting your rating — it's burning out the techs you can't afford to lose.

Customer complaints aren't random. They cascade.

One staffing gap triggers a chain reaction across your entire customer experience.

Two new landmines specific to 2026 HVAC

Chatbots that lock customers out, and techs who lie about the work. Both originate in the office. Both compound the cascade. Both are showing up in HVAC reviews for the first time at scale.

Landmine #1 • AI system frustration

Customers locked out by chatbots that don't recognize their accounts, drop calls, or pretend to be human. **39 negative mentions, average rating 3.10 stars.**

"Four Seasons has recently installed AI fake bots on their call center. These bots portray themselves as real humans, even adding background sounds in an attempt to seem real. This is a deceptive practice..."

— 1-star Google review, 2026

100%

co-occur with Incompetence complaints

1.29

avg. star rating when present

From 2026 industry research: 82% of HVAC businesses now use AI in some capacity. Tools like ServiceTitan Atlas can automate 30% of bookings end-to-end. The AI works fine — until your customer is already frustrated.

Landmine #2 • Falsified work

Techs claim service was performed that wasn't. Customers find out via cameras, second opinions, or — increasingly — when the AI bot books a "follow-up" for work that was never done. **Only 7 mentions so far — every one is a 1- or 2-star review.**

"This company relies on AI and is not truly available 24/7. They sent a technician to my home who was unable to fix my issue, yet claimed it had been addressed. The AI bot booked a new appointment that evening. The technician never showed."

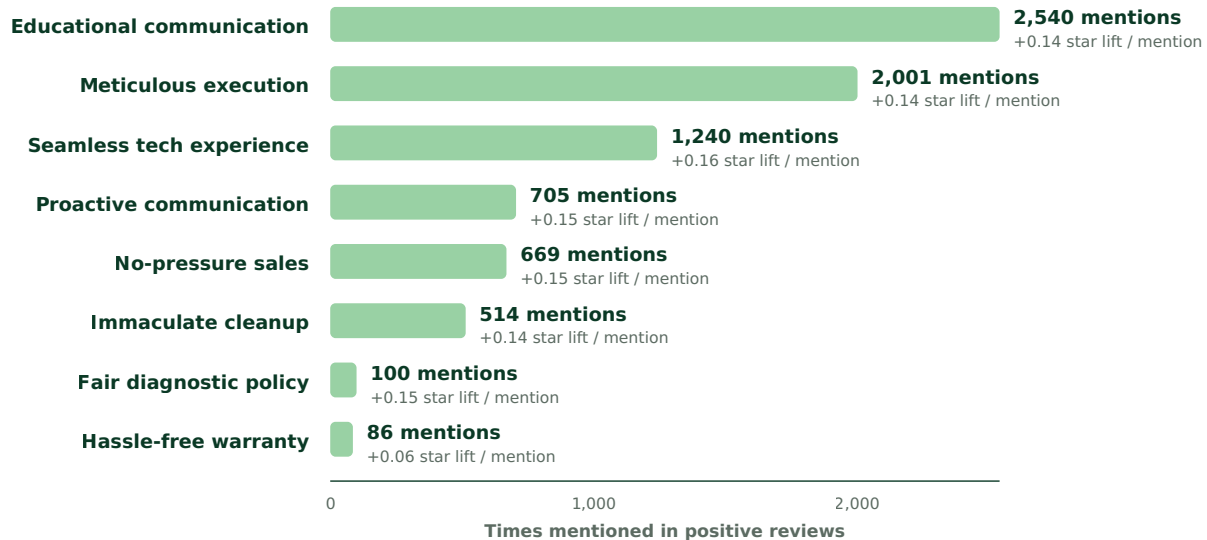
— 1-star Google review, 2026

When the office can't be reached, techs cut corners. When techs cut corners, the office can't fix it.

The asymmetry

What your best reviews are actually saying

Each bar = how often this theme appears in positive reviews.



These are **table stakes, not differentiators**. Customers expect knowledgeable techs, clean work, and clear communication. The most-praised theme in the entire dataset only lifts your rating by **+0.16 stars**.

20:1

One bad experience erases 20 good ones.

Best lift: +0.156 stars (seamless tech, n=1,221) · Worst drop: -3.19 stars (high-pressure sales, n=68)

Your reputation is a defense game, not an offense game.

The reveal

75% of top complaints originate in your back office

Field complaints get the attention. Office failures do the damage.

Back-office & sales failures	Field & technician failures
No proactive communication #1	Incompetence & guesswork #1
High-pressure sales tactics #2	Condescending behavior #2
Lack of price transparency #3	Property damage #3
Dispatch skill mismatch #4	Abandoned unfinished work #4
Chronic rescheduling #5	
Bait & switch pricing #6	
Manager callback blackhole #7	
Unfair diagnostic policy #8	
Tech-stack & booking friction #9	
Rude dispatch staff #10	
AI system frustration #11	
Charged for company mistake #12	

And of those 4 field complaints...

2 are caused by who the office dispatched and how they communicated.

- **Incompetence** (#1 overall) co-occurs with dispatch skill mismatch **81%** of the time (n=44).
- **Abandoned work** co-occurs with proactive comm. failures **68%** of the time (n=13).

14 of 16 trace back to back-office decisions.

This is a back-office staffing problem. And it has a hiring solution.

The solution

How Hire Bloom fixes it

Hire Bloom embeds dedicated, US-educated CSRs, dispatchers, and billing specialists — sourced from BYU-Pathway — into HVAC companies.

Outsourcing without the anxiety: direct management, no middlemen, live in 1–2 weeks.

Cambridge Air — HVAC

Embedded back-office team

"I don't know how you guys get such amazing talent for \$13/hr. The Hire Bloom team members have been incredible. I am forever a missionary for Hire Bloom!"

— Cambridge Air, HVAC operator

\$13/hr

Flagship

Per team member · flat rate

86%

First-year retention

2.2×

Higher NPS than industry avg

74%

Workforce w/ US college credentials

9%

Applicant approval rate

2–3 days

To first interview

On AI in HVAC operations

AI handles bookings. Humans handle frustrated customers.

Hire Bloom isn't anti-AI. We embed alongside your AI stack — handling the moments that require empathy, judgment, and context. The team members we place are the second half of that sentence.

Your reviews already tell you where you're bleeding.

Hire Bloom stops the bleeding.

Direct mgmt Your team, your culture, your management

\$13/hr Flat, transparent pricing — one line item on your P&L

86% First-year retention vs. up to 70% domestic turnover

1–2 wks From signed agreement to onboarded team members

\$195K Cost of one tech turnover the office burned out

Zero staffing fees · no long-term contracts

Book a call · hirebloom.com