



**CUSTOMER REVIEWS MATTER.
PULSEM GETS YOU 2-3X MORE.**

pulseM and Customer Lobby ensure contractors' marketing success through the entire customer journey

The home services industry relies heavily on customer satisfaction and word-of-mouth recommendations to generate new business. In today's digital age, online review websites – Google, Yelp, and Angi – have become a crucial tool for contractors to showcase their expertise and build their reputation among potential clients.

According to a survey from BrightLocal, 86% of consumers read reviews for local businesses, and 57% of consumers will only use a business if it has four or more stars on local reviews. If a contracting business has less than four stars – or not enough overall reviews – it may be skipped over in favor of a competitor with a better grade.

As HVAC Manager for Muskegon, Michigan-based Lascko Services, Lee Bolles knows just how important a contractor's online reputation can be. Founded in 1999, the family-owned company offers plumbing, drain and HVAC services and was having some difficulty building up its online reviews. That's when Bolles ran into pulseM at a Nexstar Network Super Meeting.

"We started talking to one of the reps and figured it would be something good for our company to grow the more social aspects of our marketing, whether it's Google, Facebook or whatever it may be," Bolles says.

Prior to partnering with pulseM, Lascko Services techs were verbally asking clients to leave online reviews – a method that didn't yield the best results, unsurprisingly.

"All of our reviews and word-of-mouth was all just customer effort," Bolles explains. "We wanted to get more Google reviews without having to constantly ask for them. We wanted something to basically give our customers the ability to have an easier route to give those reviews. And pulseM seemed like the best avenue in which to accomplish that."

"This was important for us because a lot of customers are review-based-driven. Especially in our market. We are the only company in our area with more than 200 reviews. We actually have thousands now. It helps us really stand out with that high number, where we didn't have that in prior years."

~ Lee Bolles, Lascko Services

pulseM – along with sibling company Customer Lobby – were founded for the purpose of helping home service companies improve their customer experience, according to Allison Bruce, Vice President of Sales and Customer Success for pulseM and Customer Lobby.

"Owner/operators of home service businesses ultimately are phenomenal at what they do, but as online reviews and email marketing came out, we found that nobody wanted to spend time on that stuff. They wanted to spend time growing their business, not figuring out how to get more SEO. That's where both pulseM and Customer Lobby came into play and have just grown exponentially. A couple of years ago, we were both acquired by the same parent company, EverCommerce. So we've brought the two together and they really function beautifully together to make sure the full customer experience is addressed."

pulseM focuses on helping contractors build trust with customers by automating texts and emails when a tech is dispatched, complete with a picture and bio of the technician and their reviews. Then, after the job is completed, pulseM automates sending out a "pulse check" with a link to encourage the homeowner to leave a review and share feedback about the job. Customer Lobby on the other hand focuses on customer retention by automating postcards, emails and text messages to ensure happy, repeat customers.

"Customer Lobby does a combined postcard and email campaign, and our system is actually smart enough to figure out the right customers to target," Bruce explains. "Rather than sending a postcard to all customers, it looks at over 20 different data points within their CRM to determine, for example, if this is a customer who typically calls you once a year and it's been 15-16 months since they've called you, that's a red flag. That's a very basic example, but that's the kind of thing that the system's going to catch and automatically make sure that when that one-year mark rolls around, the customer is getting communication from you."

Proof is in the pudding

Since Lascko began working with pulseM in February 2020, the company has seen a 520% increase in Google reviews, with an average rating of 4.8 stars.

"pulseM is part of the reason we've seen the increases we have in the past three years," Bolles notes. "It's marketing that just happens naturally with the ability to give customers easier access to review us. Because it's easier for them to do it, they're now more inclined. And then, with the increase of reviews, you get more new customers because of that influx."

pulseM

CATEGORY: MARKETING

SUBCATEGORY:

- CUSTOMER REVIEWS
- CUSTOMER RETENTION

SERVICES/PRODUCTS PROVIDED:
COMMUNICATION AUTOMATION TO IMPROVE CUSTOMER SATISFACTION AND GENERATE REVIEWS

YEARS AT NEXSTAR: 5

Customer Lobby

CATEGORY: MARKETING

SUBCATEGORY:

- CUSTOMER GIFTS
- CUSTOMER RETENTION
- PRINT & DIGITAL MARKETING

SERVICES/PRODUCTS PROVIDED:
BUILD RETENTION THROUGH AUTOMATED COMMUNICATION STRATEGIES.

YEARS AT NEXSTAR: 1





Bruce agrees, noting that there is all sorts of data showing that more than 80% of people look at online reviews before making a purchase decision.

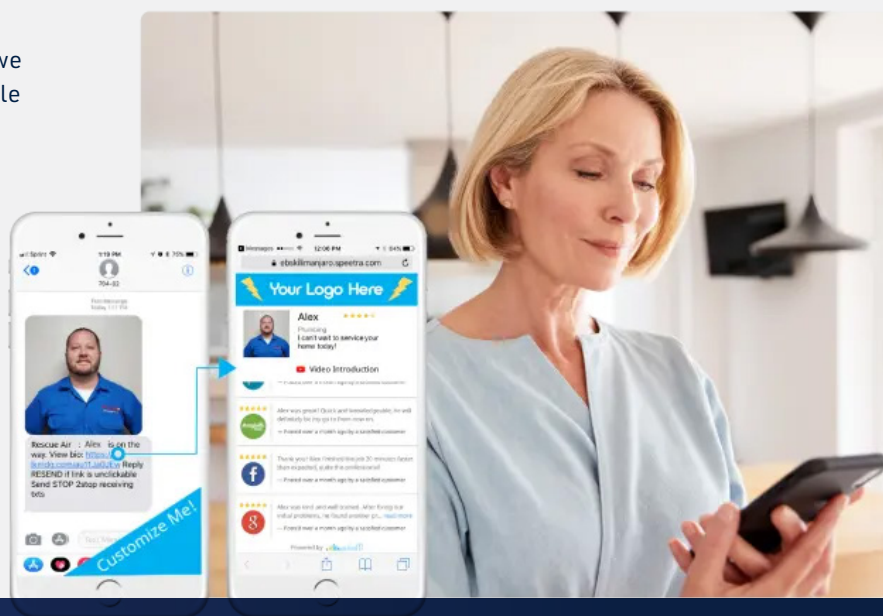
pulseM can integrate with a contractor's field service management software to the point when a job is marked complete, within about 30 seconds, the customer will receive an email and a text message automatically saying, "Thank

you so much for your business. John just completed a job with you. We'd love some feedback, let us know how he did."

"For home services especially where word-of-mouth is so important, online reviews matter. They matter because people are looking at them to make their decision, but they also impact search engine rankings. Having more reviews, having recent reviews, having the most reviews and having the best star rating is what will help make sure your business is going to filter to the top of the organic search rankings."

~ Allison Bruce, Vice President of Sales and Customer Success for pulseM and Customer Lobby

"That automation is really key and it makes a huge, huge difference," Bruce notes. "The other piece is we are very technician-centric because we know people are more likely to review a person than they are to review a business. The interaction they had wasn't with XYZ Plumbing, the interaction they had was with John. That personal interaction is really, really important. So making sure that the review request is really focused on that and has that personal touch allowing the business to create a personal connection helps drive the reviews."



Recipe for growth

Bolles notes that given the explosion of growth in the home services industry over the past few years, partnering with pulseM has positioned Lascko Services for success.

"It puts us at the top in our market due to the review quantity," he says. "It makes us more likely to be sought out because the more reviews you have, the more likely you are to show up on Google at a higher spot, which makes you naturally stand out to new customers or even existing customers."

Bruce adds that both pulseM and Customer Lobby are the leaders in the home services market for their products.

"There's quite a lot of innovation that, as far as we know, we are the only ones offering this approach. We hear time and again from people who have tried other solutions that our customer service experience is second to none. You're always going to talk to a real person who cares about your business and is going to make sure you are taken care of – that's a real differentiator for us."

Additionally, with economic uncertainty on the horizon and fear of a recession, Customer Lobby and pulseM can really help contractors dial down marketing spend and focus on existing customers, Bruce explains.

"We've been in business over 10 years, so we've seen multiple rounds of economic downturns – we've seen people who invest in marketing come out way ahead and the companies who cut back just don't make it," she says. "One of the things that we're seeing is that digital marketing, digital ads, and pay-per-click advertising are getting so expensive and there's just so much competition. Oftentimes, if there needs to be some cutting, being able to focus on your existing customer base, getting more revenue from them and focusing on Google reviews, which helps your organic search, are more cost-effective than trying to get new customers and competing with everyone else out there who's paying Google an arm and a leg."

Customer retention is incredibly important for contracting businesses. Customer Lobby has analyzed thousands of data sets from contractors across the country and found that typically, anywhere between 50% to 70% of customers only use a company once.

"There's a lot of work that goes into acquiring new customers, so if you don't get them back in the door for that second, third, fourth job, there's not a lot of ROI on it," Bruce says. "Secondly, that first job is usually a Band-Aid job – it's a low ticket value job. On average, a one-time customer is going to spend between \$600 to \$800 on that first job. But if you can convert that one-time customer into a repeat customer, their average spend goes up by 7 to 10 times. If you can get that customer to have more than one transaction, ultimately, the total spend with your business is dramatically higher. And if you multiply that by hundreds, thousands of customers, it makes a huge difference in terms of revenue."

pulseM and Customer Lobby have several hundred Nexstar contractor clients, and Bruce adds that she is seeing more members gravitating to using both platforms.

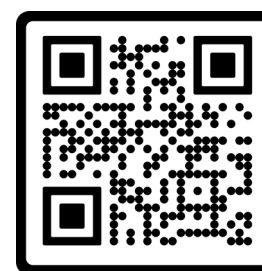
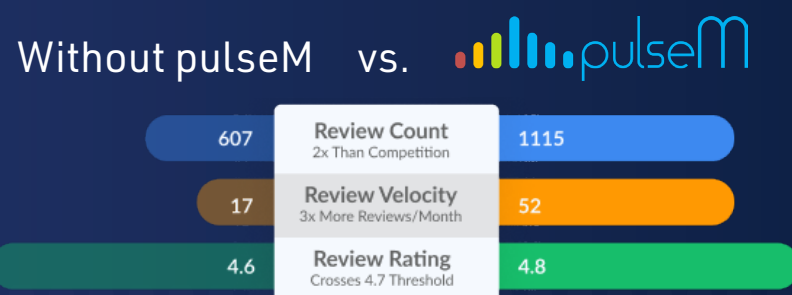
"We definitely have lots of customers that use one or the other, but we're seeing that people understand the importance of a combined customer journey, and that they need to have the full customer journey covered all the way from that first job being done to two, three years down the road. People like the way the two systems work together to ensure their customers are fully cared for."

Why pulseM and Customer Lobby

- Increase your bottom line
- Establish customer trust & provide security
- Make review requests immediate & timely
- Automate feedback
- Industry-leading field management software

520% increase in Google reviews & average rating of 4.8 stars

1# Online Review Management Platform For Home Services



SCAN ME