



How Home Services Win Business Faster with CTM

Home service customers want fast follow-ups. CTM has the tools you need for speed.

Kitchen sink overflowing? Air conditioning broken? Gutter threatening to crash down from your roof? In home services, the fastest responder gets the lead.

According to a Dynata Data survey commissioned by CTM, the #1 biggest deciding factor for 60% of customers hiring a home services company was a speedy response.

Here are the CTM tools that help home service providers answer the call first:



AskAI Summaries

Get customers the service they need when they need it with faster follow-ups and streamlined team workflows.

89% of respondents are more likely to hire a home services company that follows up quickly after an initial inquiry.

AskAI Summaries help you:

- Transform conversation insights into actionable tasks by assigning follow-ups to the right team members.
- Intelligently analyze conversations, streamline workflows, and maintain accurate Salesforce records.

FormReactor®

FormReactor® lets you automatically trigger actions when someone fills out an online form.

For example, a phone call or text message can be automatically triggered seconds after the form is submitted.

- Automate the entire process within CTM. Now, there's no need for staff to constantly monitor form submission updates or notification emails.
- Delight customers and win business with a speedy callback.

VoiceAI

Effortlessly handle after-hours or overflow phone calls.

No matter when a home services need arises, customers can still contact providers and begin resolving their issue with VoiceAI's AI Assistant, which can:

- Schedule appointments
- Take messages
- Reduce the need for additional staffing during off-peak hours

Real-Time Agent Dashboards

Monitor customer touchpoints as they happen with Real Time Agent Dashboards.

- Keep track of call, text, and chat activity throughout the day to manage and optimize productivity and resourcing.
- Identify areas for improvement, such as number of call center agents available, and agent pain points.



KEY STATS:

60% of customers say speedy response was the #1 deciding factor when hiring a home services company

90% of customers want a callback within 24 hours of submitting a form

89% of respondents are more likely to hire a home services company that follows up quickly after an initial inquiry

57% of respondents said a fast response helps a company stand out from competitors.

In the high-stakes world of home services, speed isn't just about convenience — it's about winning business and building trust.

CallTrackingMetrics' solutions for rapid responses can help you facilitate better customer service and secure the future of your business in a highly competitive market.

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www.calltrackingmetrics.com | sales@calltrackingmetrics.com