



How Home Services Win Business Faster with CTM

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

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.

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

Get in touch to learn more:

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