

Omnichannel Communications for Home Services Companies

**INNOVATE, AUTOMATE,
AND COMPETE IN YOUR
MARKET AND BEYOND**



Contents

1. How to Strengthen Your
Online Presence and Local
Marketing Efforts

2. How to Increase Customer
Satisfaction

3. How to Drive Profitability
for Your Business

Introduction

The amount of touchpoints a customer has, across digital and print channels, before they connect with your business has changed. Long gone are the days where you just needed a stack of business cards and well-placed flyers to get the word out and acquire customers.

As a home services provider, it's essential to leverage the power of online advertising and rapid communication tools to scale your business and compete in today's market.

The home services market, currently valued at \$400 billion, is anticipated to grow by 20% over the next ten years. Comprised of service providers in plumbing, HVAC, flooring, landscaping, pest control, remodeling, moving and storage services, and more, the industry has seen so much growth that even corporate monoliths including Google and Amazon have gotten into the market. Amazon now offers more than 700 types of home services, edging into the margins for independent business owners and making it very easy for consumers to continue to turn to the familiar brand to handle all of their needs.

In this eBook, we'll discuss the essential challenges home service providers face right now, and how business owners and managers can effectively manage them to achieve their goals. We'll cover:

- Strengthening your online presence and local-marketing efforts
- Increasing customer satisfaction
- Driving profitability for your business

We'll also touch on how CTM is the leading platform for tracking your marketing efforts and managing your customer communications, can help support the growth of your business in each of these areas.

PART 1

Strengthen Your Online Presence and Local Marketing Efforts

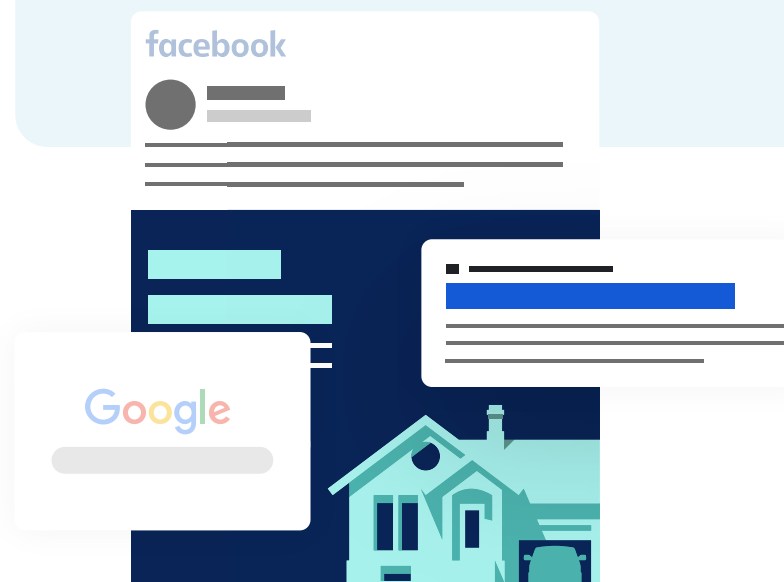
With the increased presence of franchises and corporate entities in the home services industry, there's no getting around the fact that the marketing game for many providers has shifted.

What once was a highly-localized, home-grown strategy based on running radio, print, or billboard ads, has evolved so you are now likely also investing heavily in SEO, paid search, or social media advertising—and finding that every year it's getting more expensive to get your business to show up in Google's top search results.

The good news? You don't actually need a multi-million-dollar advertising budget to see results. You do need smart tools to discover where your marketing dollars are well spent so you can reduce spend on campaigns that aren't performing, and direct budget towards ads that are clearly bringing in high-quality leads.

By utilizing call tracking, you'll be able to eliminate any blind spots around how your customer found out about you. You can also uncover helpful visitor data to see which of your campaigns are bringing in more qualified callers and make more educated marketing decisions. Phone calls tend to drive up to 10 times more conversions than other channels, so investing wisely in what drives phone calls will translate into real results for your organization.

Investing wisely in the campaigns that drive phone calls will translate into real results for your organization.



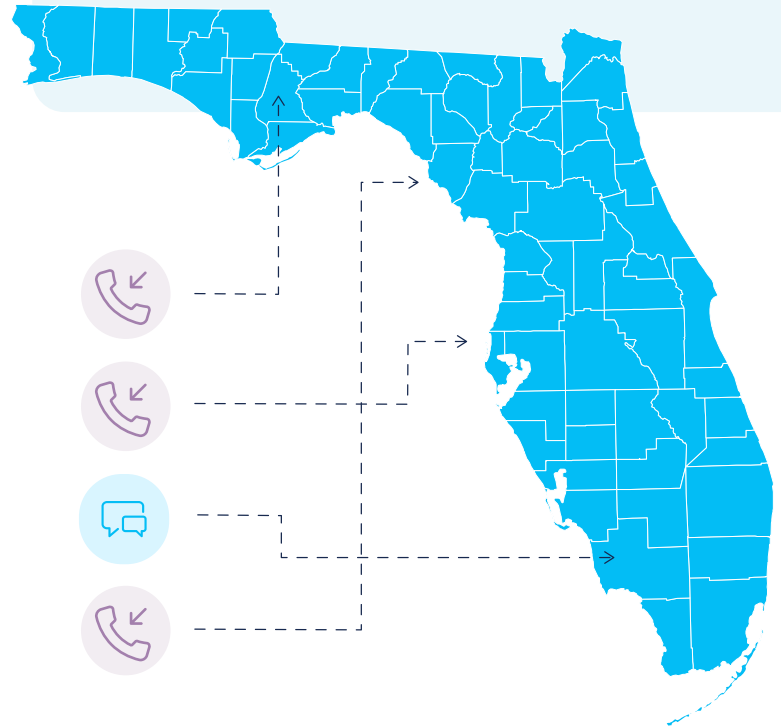
Why Location-Based Marketing Matters More than Ever

Across any industry, and home services in particular, location-based marketing matters more than ever. Almost half of all Google searches have local intent. And not only are consumers searching more often, and more locally, but they're also getting more specific in the ways they search. Since 2011, searches containing "near me" have increased by 3,400 percent—with about 80 percent of these searches coming through mobile channels.

Consumers want to find you. But ensuring that consumer searches are matching with—and finding—your business's criteria requires careful optimization. To master your online business presence and optimize your local marketing efforts, make sure you're following these steps.

1. Set up and optimize your free Google My Business page account.
2. Ensure your website works well on mobile devices.
3. Display regional phone numbers that are relevant to your search area.
4. On your website, guide searchers with calls to actions—including placing calls, texting a number, or submitting an online form.
5. Target your advertising to specific locations.
6. Leverage the power of online reviews to widen your business's footprint across the web.

Almost half of all Google searches have local intent.



Invest Wisely in Paid Advertising

When it comes to determining your paid advertising budget and strategy, your CRM is another important tool. Is your CRM tracking customer hits from all of your channels—paid and organic, online and offline? Does it integrate with Google Ads and other keyword planners? If not, there are tools that can help. CTM's call intelligence platform, for example, is able to track conversions and calls coming through your PPC channels, supplementing CRM functionality with a customizable reporting dashboard that tracks times, locations, call durations, call scores, conversion rates, the revenue generated by any or all of your call sources, and more. You can also view activity reports that show call totals for each phone number, source, campaign, and so on, and break those totals out by unique and first-time callers.

A good CRM should take the guesswork out of PPC, helping you justify the spend and ensuring you get the most return for it.

This level of detail enables you to determine what's working and what's not, and even calculate the ROI of your call-enabled paid advertising, helping you fine-tune the "when" and "where." For example, are you getting more calls or conversions on weekdays than weekends? Set your ads to run Monday through Friday, and so on. Are you finding more success on certain keywords or channels? Refine your budget to allocate more towards those areas. Remember that a good CRM should take the guesswork out of PPC, not only helping you justify the spend, but also ensuring you get the most return for it.



PART 2

Increase Customer Satisfaction

As a home services provider, your business lives and dies by customer satisfaction.

When thinking about the current competitive landscape and how your business can stand out, one way is to show you are a team committed to satisfaction by embracing technology that makes your customers' lives easier. One of the reasons the industry has experienced such growth is due to both increased smartphone adoption and the rise of on-demand home services such as Amazon and other booking platforms like Handy, Thumbtack, Lula, and more. These companies are making an impact because they make it fast, easy, and convenient for consumers to research and book home service appointments with the click of a button.

So, how can you compete? Well, remember: the longer it takes for your team to connect with someone, the more likely they are to move on and start investigating other providers. Your business must therefore adopt technology that expedites communication and service. In addition, you should implement an omnichannel communications strategy so customers can contact you via their preferred method, whether that's by phone, text message, live chat, or submitting an online form.

The CTM platform offers multiple communication channels so you can track and manage customer contact within one unified dashboard. Automated tools are also built in to the platform so you can immediately take action on those leads. Your team can manage calls using custom routing and forwarding rules and engage with leads as soon as they come in by automating a text message or phone call follow-up. Home services businesses also often utilize our auto-dialer capabilities to reach out to their network of leads or to re-engage past clients.

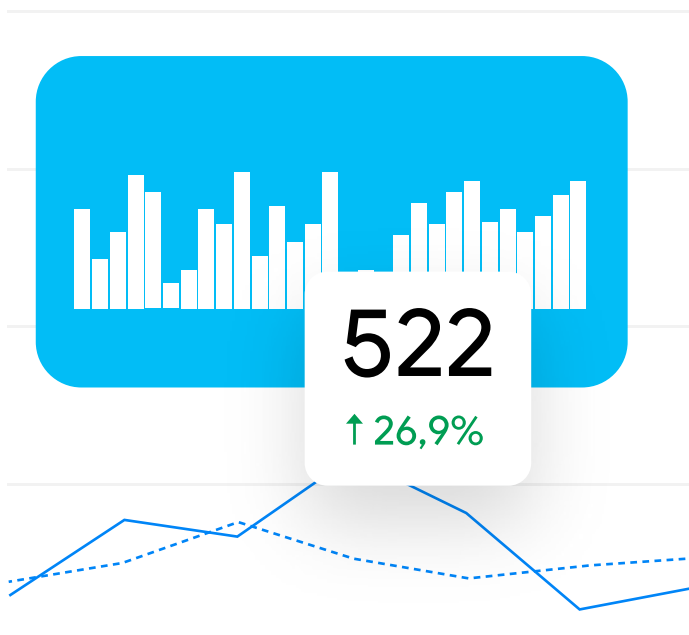


Why Online Forms Are Your Secret Weapon

Many customers, when making their first point of contact with your business, prefer to submit an online interest form versus calling. This is because it's easy, allows them to multi-task, and cuts down on any wait time they might have if they were to go on hold when calling. Businesses see the benefit, too. In comparing different lead generation strategies, 50% of companies reported that online forms are their highest converting tool. Yet when you put an online form on your site, you run the risk of your customers getting stuck in a virtual waiting room of sorts if you're not set up to action on those leads quickly. In fact, according to a survey conducted by Drift, only 7% of 400+ businesses they reviewed responded in the first five minutes after a form submission. More than half didn't respond at all within five business days.

Don't let precious leads go to waste by not engaging with them before they go cold.

CTM offers a native FormReactor® tool where you can use our platform to create and embed a custom online form for your website. Once the form is embedded, visitors can submit their info to request an appointment, indicate interest in a particular service or product, and more. Then, you can customize actions to trigger back to your customer: whether that's an instant text message reply, or an immediate phone call from one of your agents. They get connected and have an immediate response, and you save time for your team by automating that contact. You'll also be able to tie form completions into your reporting, so you can see how your advertising channels are contributing to form fills.



Up to 50% of sales go to the vendor that responds first.

Amplify Your Text Message Marketing

Implementing text messaging with your customers is so important — research shows that 66% of customers prefer to communicate this way! Plus, 98% of text messages are read within the first two minutes, so they are a great way to engage with your customers quickly and easily, without straining your resources and staff.

You can leverage the CTM platform to allow customers to text your business, then automate sending custom replies. For example, if they are interested in a particular service you offer, you can automate a reply that gives details about pricing for that specific option.

Ever seen a commercial that offered a special promotion through sending a message to a five or six digit number? Maybe something like “Text 555-55 to receive your free ringtone.” Well, you probably remembered that number long after the commercial ended, and that’s a huge victory for both the business and their marketing team.

That number, known as a short code, is an effective tool to make it easy for customers to contact your business. CTM offers short code functionality as part of our call tracking and management platform so you can customize messaging and follow-up to customers as well as extend your reach to a much larger audience at once. You can text up to 100 people simultaneously using short codes, whereas traditional phone numbers are limited in the number of SMS or MMS messages you can send per second.

Short codes can be expensive, so if your budget doesn’t allow, there are still ways to get creative and memorable with your traditional phone number. CTM has thousands of fully customizable phone number options, including vanity numbers such as “1-800-WINDOWS.” If you’re not interested in using a vanity number, your information can still be made more memorable simply by using a phone number with lots of repeating digits.

A2P 10DLC: Friend, Not Foe

The telecommunications industry has instituted new, stricter regulations on A2P text messaging. These new regulations, A2P 10DLC, will help to curb unwanted spam and fraudulent text messages for consumers in the United States.

Read more: [A2P 10DLC and Business Text Messages](#)

Get Callers in the Right Hands Quickly

Phone calls are still one of your most valuable resources to convert a new client, with calls converting up to 10 times more often than clicks.

To ensure you make the right impression and seal the deal over the phone, shorten your customers' wait time when contacting your business and eliminate any friction along the way.

Customers will remember a bad experience—whether it involves a long wait time to connect, multiple transfers between agents, or a convoluted, unhelpful IVR menu. Streamline how they get in touch with you to avoid that.

With CTM, you are able to customize your call routing and forwarding based on your caller's online activity, their history with your company, their demographic information, or custom fields you create in the software so that you connect them with the right team from the outset. Make the keypress a thing of the past by using voice-based menus or segmenting new and repeat callers into the proper queues without them having to manually select an option from an IVR menu. For example, you could automatically route a caller who speaks the words "gutter cleaning" to the proper team.

If you have multiple business locations, you can even automatically direct callers to the nearest location using our GeoRouter and eliminate the need to transfer.



By getting your callers in the right hands quickly, you increase customer satisfaction while also shortening your team's time to conversion and automating otherwise manual processes.

Our intelligent word detection and transcription tools help you decipher the content of your customer conversations and then automate action based on those insights. Identify and prioritize high-value customers by automatically appending a score or conversion when a call meets certain criteria, such as talk time, advertising campaign, or words of intent spoken on the call.

You can also monitor your calls (along with texts, form submissions, and chats) in real-time to maintain your quality standards and help train employees on how to better serve your customers. Our communications dashboard and reporting helps you stay on top of what your customers are saying, how your agents are responding, and get a pulse check for overall performance of your marketing campaigns.

PART 3

Drive Profitability for Your Business

Call tracking delivers massive cross-organizational payoffs for home service providers, thanks to its ability to improve the customer experience while also empowering you with data to increase ROI on your marketing efforts.

Not all call tracking providers are created equal, however. To drive profitability for your business, the key is to invest in tools that control costs and boost conversions and revenue—not just within the purview of marketing, but across your entire organization.



Using Call Scoring, we were able to determine which keywords were valuable and which ones weren't.

Kenny E.
Senior Analyst

Why Invest in Call Tracking?

- Improve customer experience
- Increase conversions and revenue
- Drive internal productivity

CTM is the only marketing attribution provider with a full contact center solution built into the platform. You can use our platform to both track inbound customer contact from ads and analyze ROI on campaigns, while also managing those calls, texts, chats, or form fills via our live communications dashboard.

This helps you consolidate your software spend into one platform, while also eliminating any disconnect between your sales, marketing, and service teams. CTM is a fully scalable solution, so whether you operate a full call center or manage a handful of people answering phones, we grow with you. Our remote softphone allows team members to answer and manage calls from anywhere, so you can route and forward calls to team members on service jobs throughout the day.

Efficiency and profitability go hand-in-hand. Because our software automates routing and the customization of the caller experience, we streamline processes and help sales and service teams work more efficiently. Plus, your sales teams will be armed with a wealth of customer data before they pick up the phone, including channel, visitor data, call history, and more.



To learn more about CTM and how we can support the growth of your home service business, request a custom product demo today.

Book a Demo

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