

ELEVATE YOUR SERVICE BUSINESS THROUGH A SUPERIOR CUSTOMER EXPERIENCE

Editor's note:

Developers of the field service management platform Workiz offer effective strategies to help create the optimal experience for your customers. Door, gate, and access dealers should read on to learn more.

Customer satisfaction is critical — it sets the tone for your service business's reputation. In this article you will learn why you should prioritize the experience that customers have when interacting with your business.

Customer loyalty: Customer service is an investment that pays off. When your customers feel valued and heard, they'll keep doing business with you for many years to come.

Word-of-mouth advertising: Happy customers become your best brand ambassadors. If you've given them a great experience, then they'll recommend you to their friends, relatives, and neighbors.

Competitive edge: A great customer experience sets you apart from the competition, which will draw more customers to your business.

Enhanced revenue: When you provide a superior customer experience, people are willing to pay more for your services.

Field management software has tools that make enhancing your customer experience easy. You can use it to set up time-saving automated tasks that ensure customers have consistently great experiences with your business no matter which team member goes out on a call to their house.

Improve your customer experience with the following strategies:

24/7 online booking

Offer your customers the convenience of round-the-clock online booking — studies show that they prefer it! It's also better for your business because it cuts down on your manual workload. If customers can book your services themselves, then you won't miss out on potential customers even if you're sleeping or out on another job.

Personalized and transparent service

Tailor your interactions with customers — it builds their relationship with you and increases their engagement with your business. Greet customers by name in your messaging and recommend services that align with their previous choices and values (like eco-friendly alternatives).

Transparency ensures customers' trust and confidence in your business. Maintain a price book that clearly lists the cost of your services and share that information with customers from the beginning. Provide clear sales proposals and be honest about arrival times and work estimates so that customers always know what to expect.

Cultivating customer appreciation

Send customers automated requests for reviews — they help keep your services at the top of their mind and allow them to easily share feedback. Positive testimonials and photos can help showcase your team's skills. Field service management software can simplify sending automated requests for reviews. Be sure to reward customers with special offers and discounts for leaving their valuable input!

Active listening

Be sure you're really listening to your customers. Active listening makes customers feel heard, which fosters more positive feelings towards your business. Use tools like call recording to gain important insight from customers' conversations with members of your service team. You'll find out what's really going on so that you can quickly resolve any issues.

Proactive service

Take a forward-thinking and proactive approach in your service business. Offer your customers service plans that will help them preempt home maintenance problems. Set up automated reminders for service renewals, checkups, and regular equipment maintenance. Proactive service tells customers you care about saving them money over time, which earns you their satisfaction and loyalty.

Exceptional customer experience secures your company's place as a trusted service provider that customers will want to turn to again and again. Advanced field service management software, such as Housecall Pro, Jobber, and Workiz, can help you offer your customers superior and personalized service without taking up too much of your time and energy. The results will pay off in both the growth of your business and the quality of the relationships you'll build with your customers.

About Workiz

Workiz is a field service management platform offering an array of business tools, including job scheduling, dispatching, invoicing, and payment tools. The software is designed to simplify the way businesses operate and to help service professionals manage and grow their business. ■



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