

Best Practices for Best Results

Our overall goal at Speetra is to make our home services customers successful in their business by helping them improve their service to customers. We achieve this by sending relevant service related information via SMS or email. This benefits the end customer and at the same time empowers them. We strive to make engagements brief, maintain customers' privacy, keep their data secure and treat them like we all want to be treated.

Bring Value to Your Customers

Prior to the service, send the customer the agent's bio and reviews via SMS or email. This makes the end customer feel more secure. Send a pulse check right after the service to immediately capture a customer's true emotion via **voice or text**. How you make them feel is super important. Automatically route happy customers to **social media** sites.

If a customer is really happy, provide a mechanism to get reviews on multiple social media sites. If a customer is angry for any reason, provide owners with real time notifications so they can mitigate the issue right away. Aggregate good reviews from all sites and attach them to your website widget or individual bios.

Do's

- When a customer initially calls for a service, make sure that you get a mobile number from them. Our system automatically distinguishes between a mobile and a landline number, but why go through this step if you don't have to?
- Ask the customer if you can send them service related information on their mobile phone. Most customers will agree. **Document this confirmation.**
- Send a bio with a picture prior to the technician arriving at the customer's home.
- Send a sentiment campaign as soon as the technician is done with the service. Most customers respond within 25 minutes of receiving the campaigns.
- Set up notifications to receive campaigns via SMS and/or email. This lets you respond to angry customers as soon as you receive the notification. When handling an upset customer, time is a huge priority. An upset customer can become a brand ambassador if the issue is resolved quickly.
- Validate all reviews before attaching them to the bios and/or your website.
- Train employees to get on-site reviews in addition to the automated reviews.
- Reward your top three employees every month. Our gamified system resets for winners every month.

Don'ts

- Don't send any promotional messages to customers without the customer's consent.
- Don't procrastinate on attending to notifications. Address all of them in real time. Ask us how some of our most successful customers are using this feature to their advantage.
- Don't wait to let employees know if their reviews are negative. Give employees an opportunity to improve.