



Customer Reviews
and Recommendations:

The Secret Sauce



www.arrivy.com

Arrivy makes home service businesses more profitable and their customers happier by automating coordination and communications

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Introduction

For home service businesses like plumbers, garage door installation companies, movers and house cleaners, success or failure is often measured by number of YELP reviews. A 2015 survey of YELP users pegged “Reading Reviews” as the primary reason for visiting YELP for OVER 60% of those surveyed. Another 33% use YELP to find local businesses. For better or for worse, YELP, and to a lesser extent-Facebook, Angies List and Google-have become a proxy for walking over to your neighbor’s house and asking, “Can you recommend a good gardener?”

As the Boston Consulting Group (as contracted by YELP) reports-businesses that “claim” their free YELP page realizes an incremental \$8,000 of annual revenue. Those that advertise (at an undefined level of expenditure) see an additional \$23,000 annually.



According to this study, small businesses need to embrace advocacy-based marketing. Simply put, this means that companies “should focus on using referrals... to drive customers to their doorsteps. Strategies that use LinkedIn, Facebook, and Twitter to harness the power of brand advocates, therefore, are proving to be more effective than traditional marketing tools, such as outbound call-center phone messages, door-to-door sales, and direct e-mail marketing.”

So, how do you use these tools to best advantage?

Back to Basics

In high school, we learned that a factual story should address the 5 W's – who, what, when, where, why. In some sense, these are the fundamental elements of your business strategy as well. These are recast in the classic business positioning statement:

- For *<who is the customer?>*
- Who needs a solution for *<what is the problem they need solved?>*
- Your business is *<your key value proposition>*
- Unlike *<who are your competitors?>*
- Your business *<state your key competitive differentiation>*

I recently had a garage door replaced. I was very pleased with the service and I would guess their positioning would run something like:

- For home owners in the Eastern Puget Sound region
- Who need garage doors installed, repaired or replaced
- IGD garage doors provides fast, reliable and professional installation and repairs
- Unlike *<other garage door companies>*
- IGD focuses on customer communication (from appointment booking to post-installation) and education (what went wrong, why and how to maintain) to increase customer confidence the company and its work.

The key elements here are the value proposition and your competitive differentiation. These are the things that the customer values, and that make you special.

Applications to Advertising

So, if you decided to run an advertising campaign on Facebook - this information is immediately useful. In the Facebook Ads Manager, you specify your audience, conversion goals and ad copy. These ads appear in the News Feed of the audience you've targets. There are many kinds of different Facebook ads. But, for a Facebook campaign, you typically need to define:

- Audience (*Eastern Puget Sound region*)
- Headline (*Garage doors—installed, repaired, replaced*)
- Description (*We're fast, reliable and professional. Customers love us. We make scheduling easy and repairs understandable.*)

You'll want similar information for nearly every public posting of your company's information - whether it's your YELP profile, Facebook profile, Google/Facebook ads, etc. Having consistent positioning and a consistent messaging strategy (and verbiage) is fundamental to presenting a consistent message to the marketplace. Consistent messages work.

Importantly, once you have this information, you can use your marketing campaigns to fine tune it. Using different sets of verbiages to state your value proposition and then tracking the response thru analytics allows you to identify what words resonate with prospective customers.

Customer Delight

There is NOTHING that provides better advertising than a great product experience. Great products inspire people to tell their friends, to write reviews and to become repeat customers. Zach Anderson, YELP's National Client Partner states, "While it's not the only reason our users visit Yelp, reviews do give credibility to the business, and the volume of reviews is a trust signal for users." Five years ago, if you made an appointment with a customer and arrived within your two-hour time window, they were delighted. But, expectations have changed.

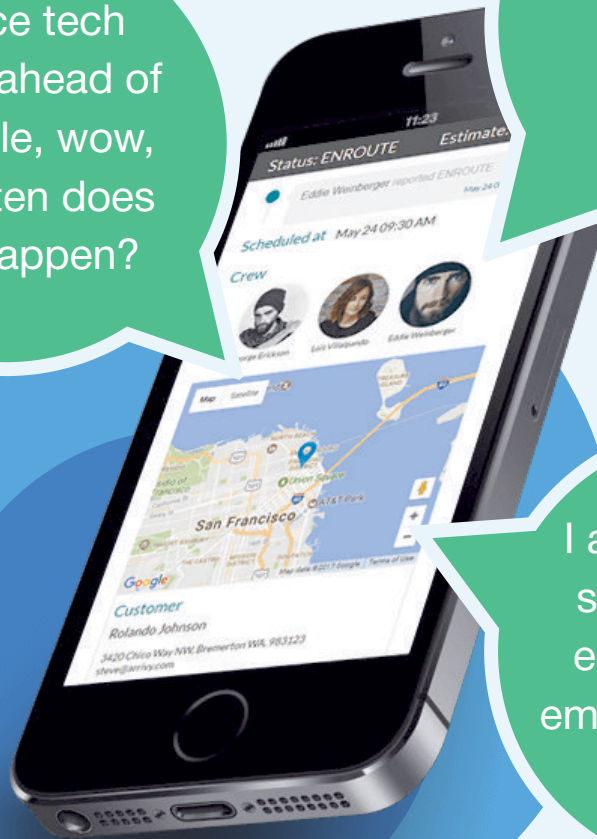


Arrivy was conceived as a tool that home service businesses could use to bring an UBER-like sensibility to the management and coordination of field crews and customers. What does that mean? It means that for the customer, arrival times are more predictable—especially when the field crew is enroute. It means that the office coordinator knows where people are at all times and can send and receive status with distinct ease.

Service tech arrived ahead of schedule, wow, how often does that happen?

I really like your appointment tracking.

I appreciate you sending me an email with your employee's photo. Thank you!



For the services company, a shared calendar accessible via browser and mobile apps ensures coordination between the home office and field teams. For the customer, they receive text or email notifications with an estimate of arrival time, when the field crew is on their way. Clicking on this link brings up a map showing the crew's location with their pictures. Arrivy automatically monitors their enroute location and sends a follow-up text/email when the crew is about a mile from the customer location. Customer have had an overwhelmingly positive reaction to this feature. Not only do the communications and location data provide useful information, but it helps align the business with consumer's growing customer-service expectations.

Strike While the Iron is Hot

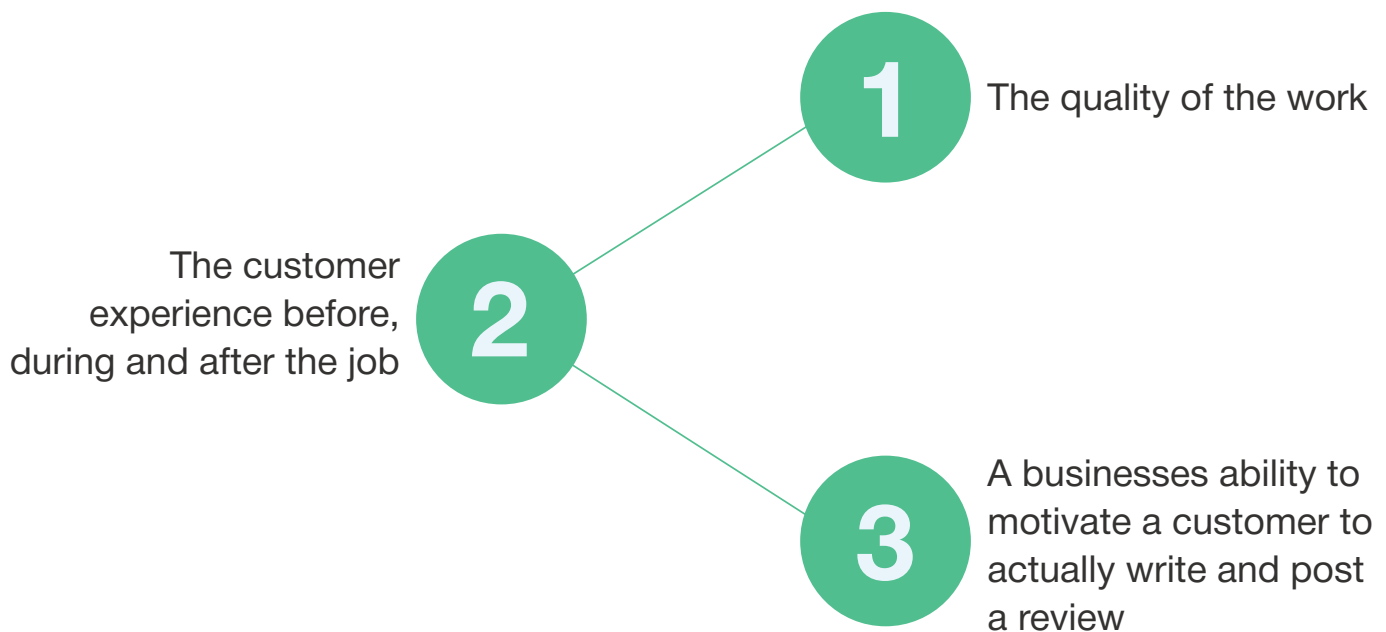
Text and email notifications bring immediacy to the arrival of field crews. But, they can also help motivate consumers to post reviews. The best time to ask a customer for reviews is immediately after the job is finished. With Arrivy, once a job is marked as complete, the customer is sent an email or text with a link that opens a web page asking for a review and star rating. If the review is 4 stars or higher, the customer is shown links to the provider's YELP and Facebook pages. Moreover, the Arrivy review is instantly emailed to the business.



For many Arrivy users this immediate solicitation has dramatically increased (100%+) the number of reviews posted on YELP. This has already started to pay new business dividends for Arrivy customers. More importantly, since they get timely feedback on both positive and negative experiences, they are able to talk to the customer about the negative experiences immediately and address any problems before they make it to social media sites.

Optimizing Experience for Good Reviews

As we've suggested, a business' ability to drive new business through recommendations and good reviews is a function of 3 factors:



There is nothing a software service can do to increase the quality of a physical job. But, there is a lot it can do to help deliver a positive customer experience and to inspire customers to provide written and word-of-mouth marketing. Arrivy's customer-centric features help its business delight their customers and inspire them to provide strong reviews and recommendations.



Try Arrivy out at

www.arrivy.com

References

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