

STUDY: LAWN DOCTOR FRANCHISE

Captivated has provided Lawn Doctor of West Lake County with the ability to let techs text customers and upsell in real-time, as well as unifying conversation storage.

“This account is our company account and my wife Jenny and I (Nick) use it for our Lawn Doctor business. We have used Captivated now for 3 seasons for our texting platform. They are great. Their software makes it easy for us to communicate with our customers in the way they want to be communicated with. Their software also allows us to integrate with our other software package and keep a record of our chats with customers. In the past, we all used our personal cell phones and we would get these “siloesd” conversations where 1 or 2 techs were aware of a situation, but the office may not be in the loop. With captivated we can see the entire thread and even better, we can look up history with that customer. We also send photos to customers of issues that we see on their lawns, and they can send us photos back if they see a problem. Many times, we are able to answer a customer question, solve a problem, and even offer a solution all from the photo the customers send us. While that is true of almost any texting app, what we love is that we can store this for the customer forever.

Nick Shaw, *Owner, Lawn Doctor of West Lake County*

CHALLENGES BEFORE CAPTIVATED

Before using Captivated, the technicians at this franchise had to use their personal devices if they wanted to communicate with customers during appointments. Those personal texts:

- Did not integrate with their CRM to show up in the conversation history of a customer file,
- Did not allow for techs or team members to see one another’s past conversations with a customer, and
- Created inconsistencies in upsell and follow-up methods

THE SOLUTION WE PROVIDED

Captivated gave this whole team the ability to text customers from one unified number, no matter where they are – so everyone can contact customers without having to use their personal numbers, AND teams can now pitch in to assist in account coverage and customer communication.

Upsells became simpler and more successful with the implementation of picture messages and consistent follow-up processes. And, most importantly, everything syncs up with their CRM and can be stored indefinitely (say, for example, to use as reference in future seasons).



PRIMARY FEATURES OF IMPACT

MMS (Photo) Messaging

Sending photos allows the Lawn Doctor team to provide personalized recommendations or up-sells in real-time.

Conversation History & Storage

All customer conversations are stored (forever!) within the Captivated app, and can easily be organized by channel and accessed any time

Mobile Accessibility For Field Techs

All personnel can access Captivated to text customers on mobile or desktop devices, meaning they can send texts right from the field as they’re working.

Their software makes it easy for us to communicate with our customers in the way they want to be communicated with. Their software also allows us to integrate with our other software package and keep a record of our chats with customers.

Nick Shaw, Owner