How to Shape Your Customer Journey

Drive recurring revenue, increase sales & improve customer loyalty

October 2023

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Agenda

1 **Awareness**
- 92% of users search online to find a local business

2 **Consideration**
- 95% of customers read online reviews before purchase

3 **Acquisition**
- Companies with a defined sales process grow 18% more

4 **Engagement**
- 71% of consumers use multiple channels to communicate

5 **Loyalty**
- Increasing customer retention rates by 5% increases profits by 25% or more

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Customer Journey

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Correlation Between Customer Journey & Customer Experience

- Customer Journey: The **interactions** a consumer has with your brand before, during and after service is completed.

- Customer Experience: The **emotional connection** created between your service business and brand.

86% of Consumers are willing to spend more for a great customer experience, and those who give a high experience rating **spend 140% more over time.**

*https://business.adobe.com/blog/basics/what-is-customer-experience

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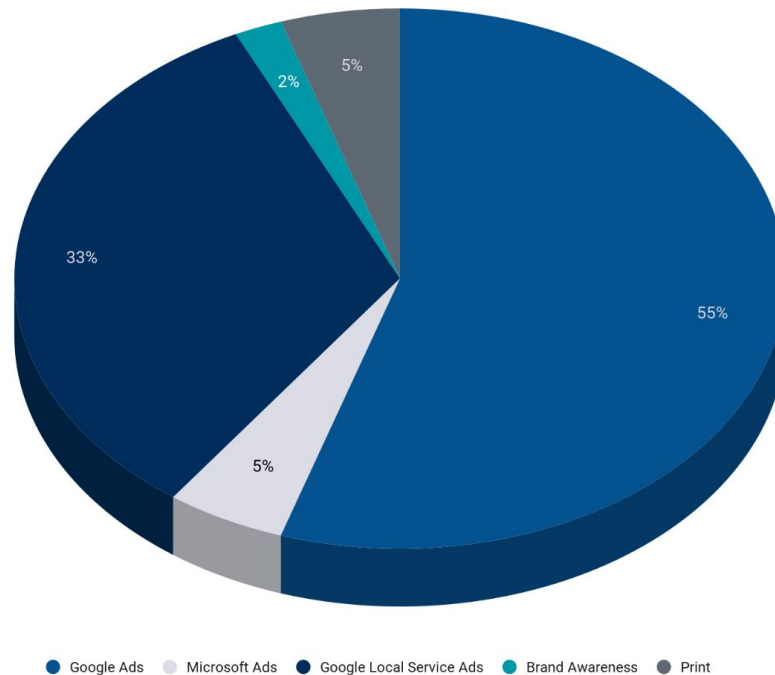# The Five Stages of the Customer Journey

The journey lasts from the first time a customer sees your brand all the way through their experience with your company. Create loyal customers by matching communication strategies with their expectations at each stage of the journey.

STAGES	AWARENESS	CONSIDERATION	ACQUISITION	ENGAGEMENT	LOYALTY
QUESTION	Do I know that you can help me?	Why would I want to buy from you?	Why do I need this now? Is it easy to buy?	How will I work with you?	What benefits do I get for being a loyal customer?

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Stage #1: Awareness
"Do I know that you can help me?"

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Rule of Thumb: Spend 5-10% of Revenue on Marketing*

Legend: Google Ads, Microsoft Ads, Google Local Service Ads, Brand Awareness, Print

- 55% Google Ads
- 5% Microsoft Ads
- 33% Google Local Service Ads
- 2% Brand Awareness
- 5% Print

*primary data

92% of Users Search Online to Find a Local Business*

- **_Digital Advertising is Costly — $100-$150/lead_**[**]

- **_8-10%_ _of_ _leads from digital ads_** _"convert," i.e. become customers_[**]

*https://blog.hubspot.com/marketing/how-consumers-learn-about-products
**https://www.wordstream.com/blog/ws/2023/05/15/google-ads-benchmarks
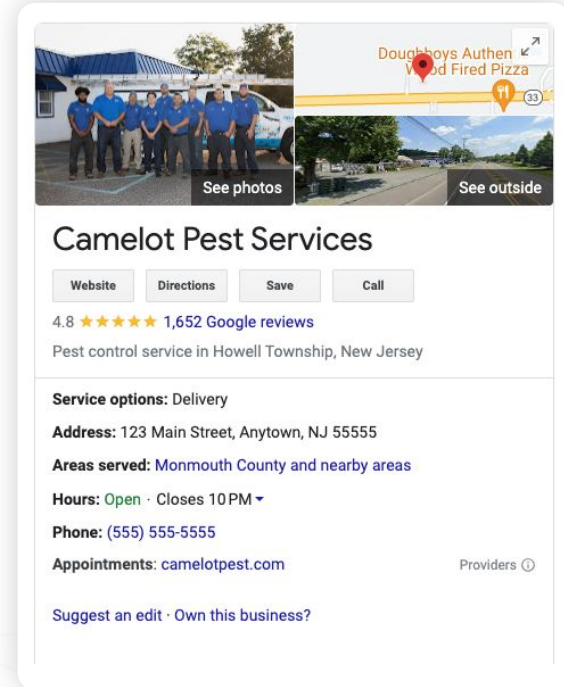
Tighten Your Digital "Pest" Net?

- ***Google Business Profile (GBP): Do you have one? If so, when was your last update?***

  Checklist for your profile:

  1. Physical address: **proximity counts**
  2. **Hours** of operation and **services** offered
  3. **Pictures**, posts and **reviews**
  4. Contact method: phone, email, webchat, **book now** button

GBP is important
as it sends strong signals to Google that you are a real business

Camelot Pest Services

Website | Directions | Save | Call

4.8 ★★★★★ 1,652 Google reviews
Pest control service in Howell Township, New Jersey

Service options: Delivery
Address: 123 Main Street, Anytown, NJ 55555
Areas served: Monmouth County and nearby areas
Hours: Open · Closes 10 PM
Phone: (555) 555-5555
Appointments: camelotpest.com   Providers ⓘ

Suggest an edit · Own this business?

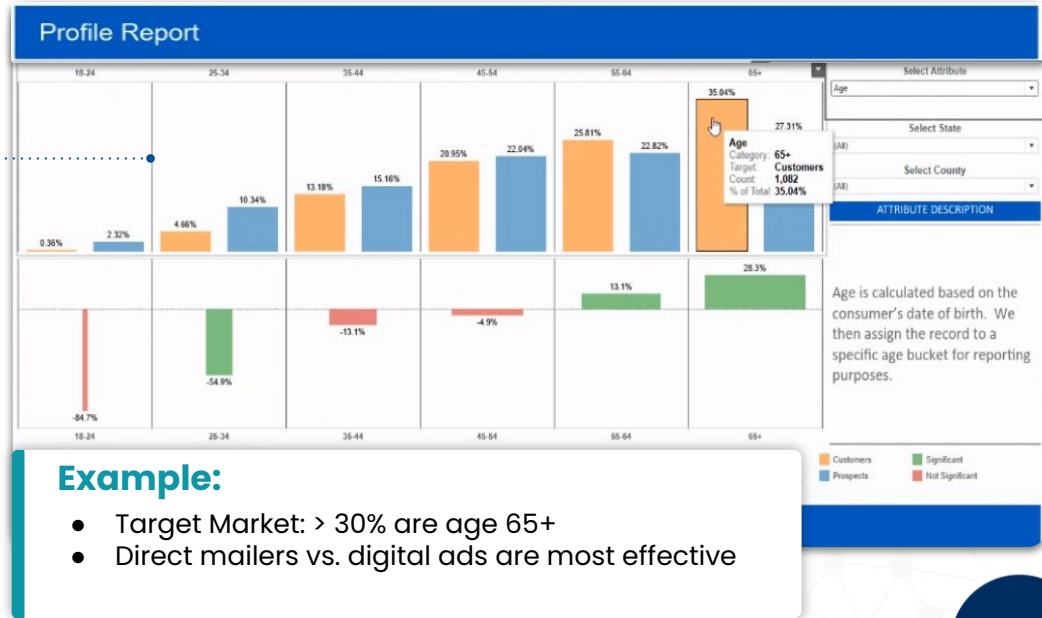# 82% of Consumers Trust & Act on Print Ads or Direct Mail*

- **Setting up your target starts with reviewing your customers and using automated platforms to profile them**

1. **Who is your target? What are their common characteristics?**
   - Demographics
   - Socio-economic
   - Location
   - Financial information
   - Property characteristics

2. **Identify best chance for success/what marketing channel to use**

3. **Acquire "look-alike" list**

Example:
- Target Market: > 30% are age 65+
- Direct mailers vs. digital ads are most effective

*https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising

Making the Experience Memorable - Digital & Print

Create campaigns that tie digital and print together — use QR codes, tracking phone numbers and links leading to the same call to action

Identify & Adjust Best Channels

Top Campaigns

GOOGLE

REFERRAL

50OFF

$ - $ 100,000.00 $ 200,000.00 $ 300,000.00 $ 400,000.00 $ 500,000.00

Conversion Rate

50

25

75

0

100
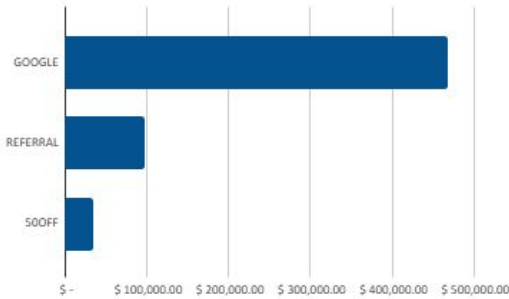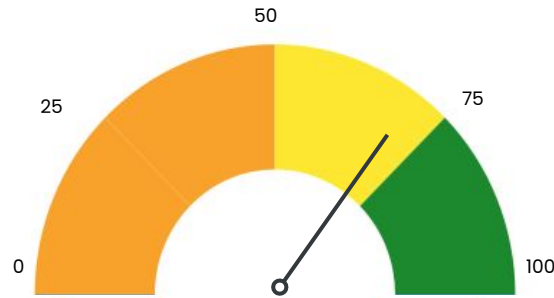
Records Owned By Campaign

37

123

791

● GOOGLE   ● REFERRAL   ● 50OFF
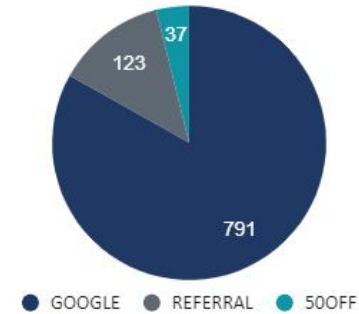
Campaign	Leads	Opps	Total	Open Leads	Leads Disq	Opps Lost	Open Opps	Total Sales	Sales Value	Avg Sales Value	Conversion Rate	Avg Days To Close
GOOGLE	66	725	791	0	66	189	0	536	$ 467,910.00	$ 872.97	67.76%	3.2
REFERRAL	7	116	123	0	7	24	0	92	$97,369.00	$1,058.00	74.80%	2.7
50OFF	2	25	37	0	2	13	0	22	$ 34,458.00	$ 1,566.00	59.46%	15.7

ROI = (Sales-Cost)/Cost

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Stage #2: Consideration

"Why would I want to buy from you?"

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Online Reviews Influence Search Rankings

- **95% of customers read online reviews before purchase**[*]

- **Businesses in the top spot on Google search results receive 39.6% of clicks**[**]

- **Google's algorithm uses customer reviews to help determine where a website should rank in search results.**

*https://learn.g2.com/customer-reviews-statistics
**https://www.linkedin.com/pulse/google-click-through-rates-ctrs-ranking-position-2022-evan-bailyn/

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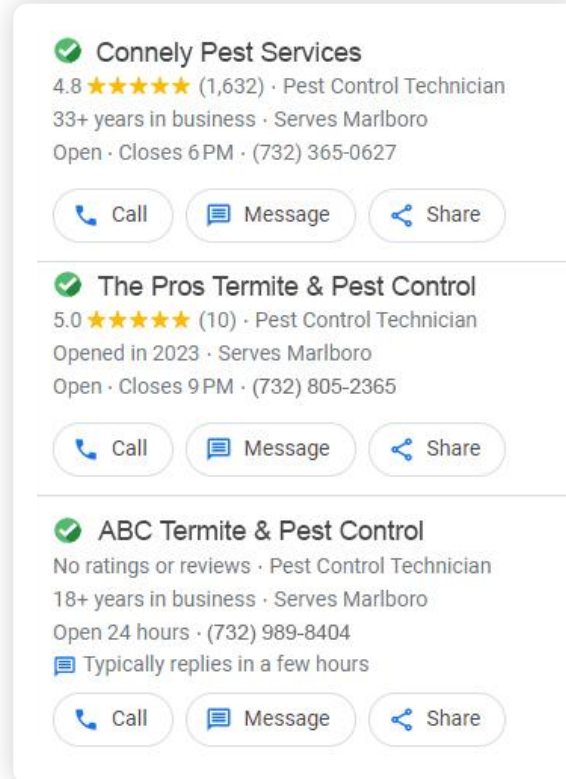
Must-Have: Collect & Harvest Reviews

1. **Solicit reviews** by sending email and text message requests.

2. **Incentivize technicians** to ask for and send a link directly through their mobile app.

3. **Respond to reviews** on a weekly basis. Monitor for negative reviews.

Requests Leaderboard

DATE: 16 Apr 2021 - 2 Oct 2023

Total Sent	Average	Highest	Lowest
79	6	21	1
	14 Employees	Kayla Romanelli	

Employee Review Request Report

Search

Employee	Requests	Compared to Company Average
Kayla Romanelli	21	+250%
Mike Christ	14	+133%
Chad Dennes	8	+33%
Jeffrey Titzler	7	+17%
Bryan Handley	7	+17%
Mike Christ_Mapped	6	0%
Paula Alves	5	-17%
Marketing Person	3	-50%
Lindsay Hartie	2	-67%

1:33

Order #1811711

Request a Review

LOCATION

Location #147155

Paula Alves

101 Crawfords Corner Rd
Holmdel, NJ 07733

Location Instructions: None

PestPac Mobile

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Stage #3: Acquisition

"Why do I need this now? Is it easy to buy?"
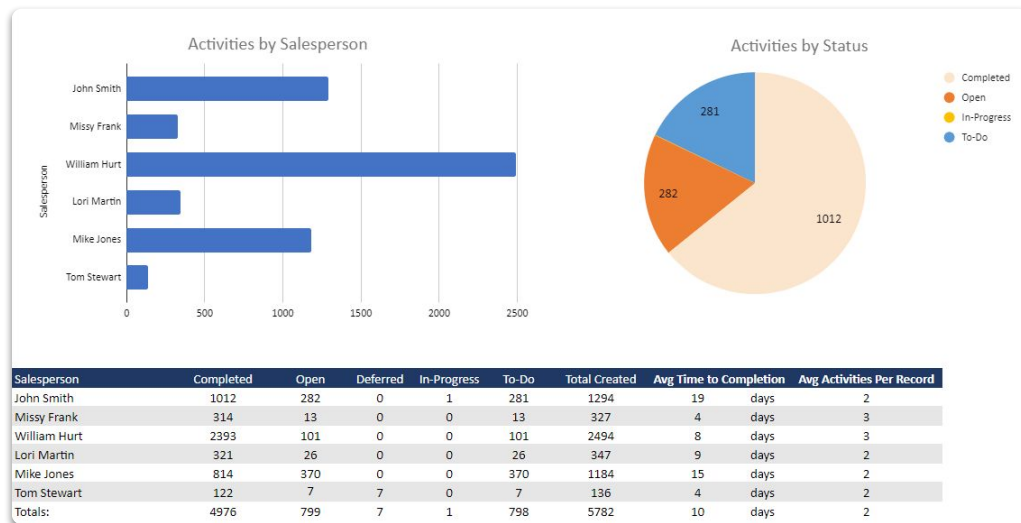
Companies With a Defined Sales Process Grow 18% More*

Benefits:

- **Predictability** of sales & revenue

- **Improved** internal **communication** between teams

- **Greater insight** into performance by rep and channel

- Structured processes **ensure no leads fall** through the cracks

Activities by Salesperson / Activities by Status

Salesperson	Completed	Open	Deferred	In-Progress	To-Do	Total Created	Avg Time to Completion		Avg Activities Per Record
John Smith	1012	282	0	1	281	1294	19	days	2
Missy Frank	314	13	0	0	13	327	4	days	3
William Hurt	2393	101	0	0	101	2494	8	days	3
Lori Martin	321	26	0	0	26	347	9	days	2
Mike Jones	814	370	0	0	370	1184	15	days	2
Tom Stewart	122	7	7	0	7	136	4	days	2
Totals:	4976	799	7	1	798	5782	10	days	2

*https://hbr.org/2015/01/companies-with-a-formal-sales-process-generate-more-revenue

Sales Techniques & Processes You Need to Know

1. **Train & Prepare for the Call**
   - Regularly test your CSRs on their knowledge of the company, chemicals and services.
2. **Overcome Objections**
   - Develop a list of standard objections, techniques and possible answers.
3. **Ask the Right Questions**
   - Focus on building rapport and active listening.
4. **Convey a Clear and Compelling Message**
   - Highlight what makes you unique.

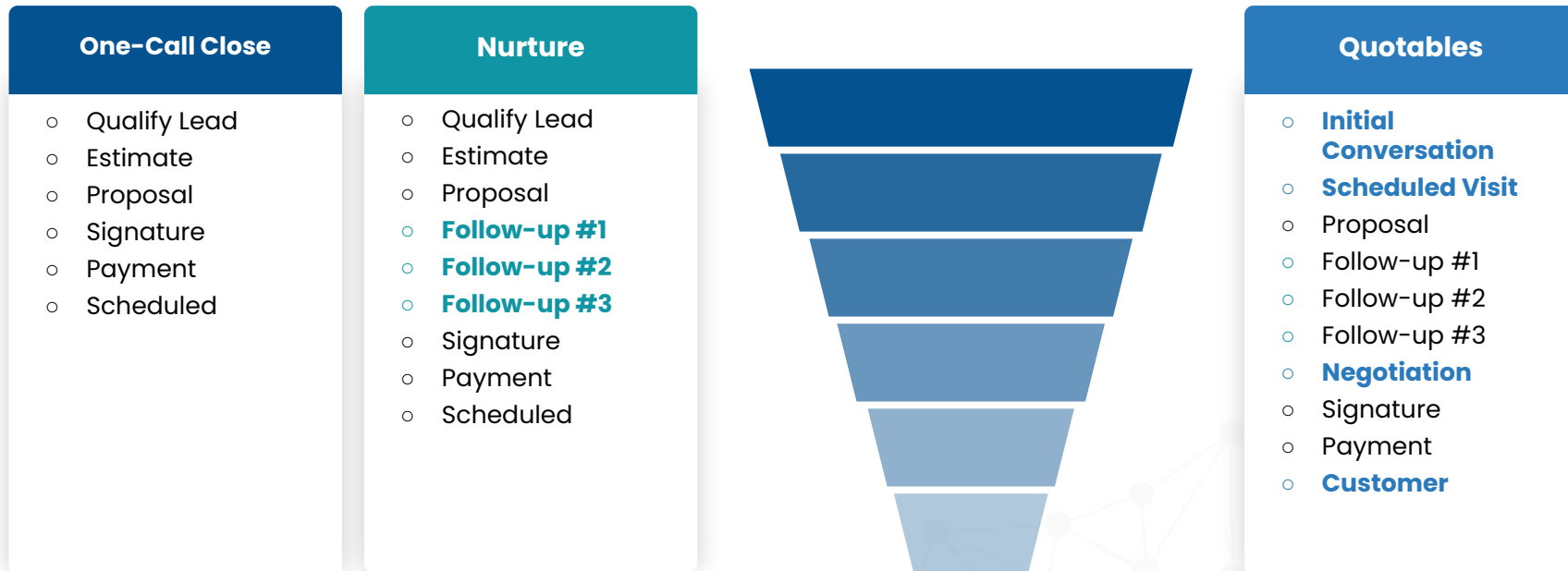*"Let me call you back once I've had time to shop around and ask my spouse."*

Bad Response

Great. Call me back when you hear back.

Good Response – Assumptive Sale Technique

Absolutely. Let me check who your technician would be. His name is Anthony and his schedule is filling up, but has an opening Thursday at 9AM. Let's schedule that and call me back if your spouse needs more information or you need to move your appointment.

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5. Follow a Funnel Process to Ensure Leads Close

One-Call Close

- Qualify Lead
- Estimate
- Proposal
- Signature
- Payment
- Scheduled

Nurture

- Qualify Lead
- Estimate
- Proposal
- **Follow-up #1**
- **Follow-up #2**
- **Follow-up #3**
- Signature
- Payment
- Scheduled

Quotables

- **Initial Conversation**
- **Scheduled Visit**
- Proposal
- Follow-up #1
- Follow-up #2
- Follow-up #3
- **Negotiation**
- Signature
- Payment
- **Customer**

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Stage #4: Engagement
"How will I work with you?"

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71% of Consumers Use Multiple Channels to Communicate*

- **Near-instantaneous communication** is a priority for potential customers

- Use **proactive engagement** and lower-touch digital options to better manage contact volume
  - Chatbots
  - Live chat
  - Text messaging
  - Phone calls
  - Social media
  - Email requests
  - Webforms

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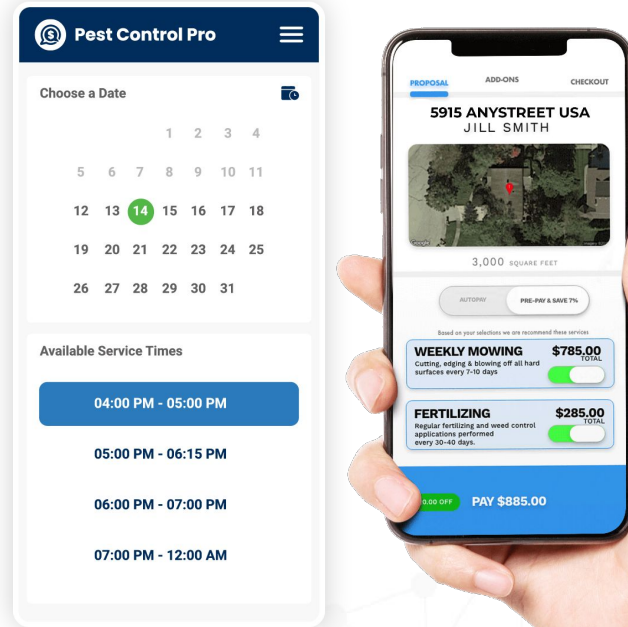
Multiple Channels of Communication

1. Be easy to reach. Include "book now" options, chatbots and **portals** for self-service.

2. Send **automatic messages** with service notifications, tips, suggestions and offers.

3. Implement a **single communication hub,** integrated with your CRM, to engage with your customers.
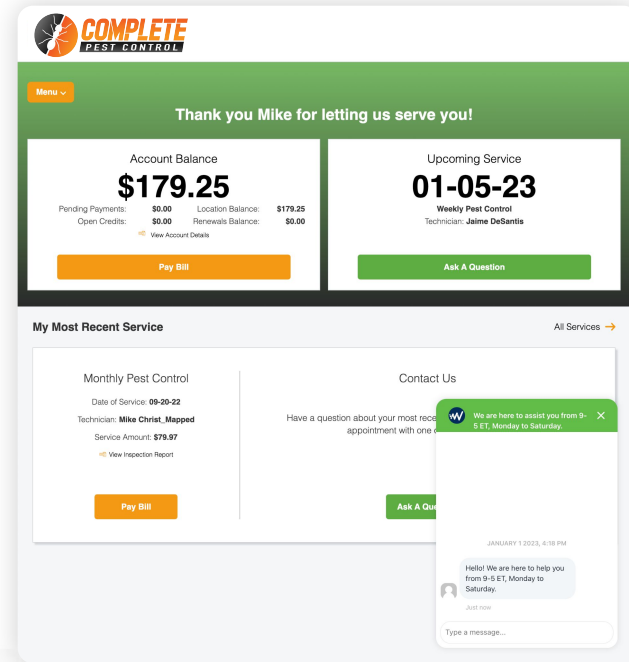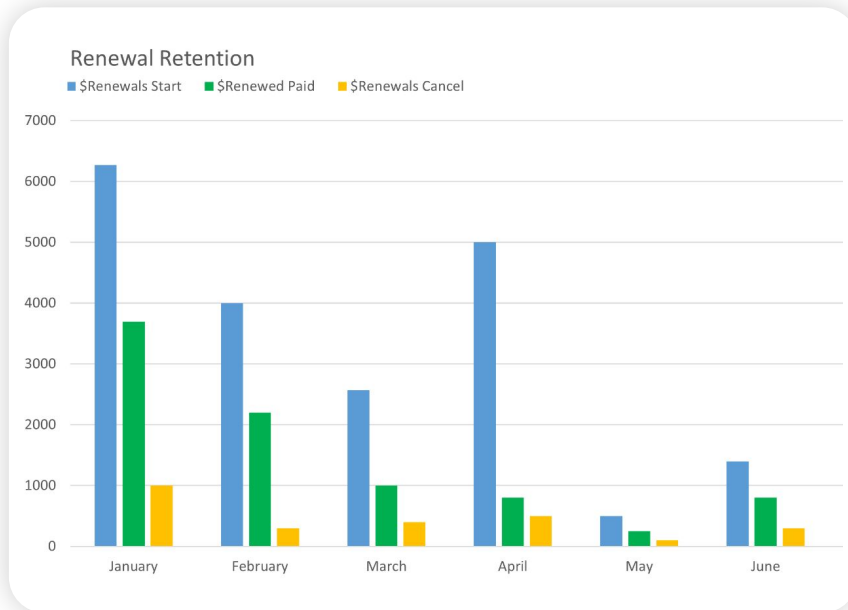
Stage #5: Loyalty

"What benefits do I get for being a loyal customer?

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Increasing Customer Retention Rates by 5% Increases Profits by 25% or More*

- **73%** of consumers say a good experience is key in influencing their brand loyalty*

- **Retention Goals:*****
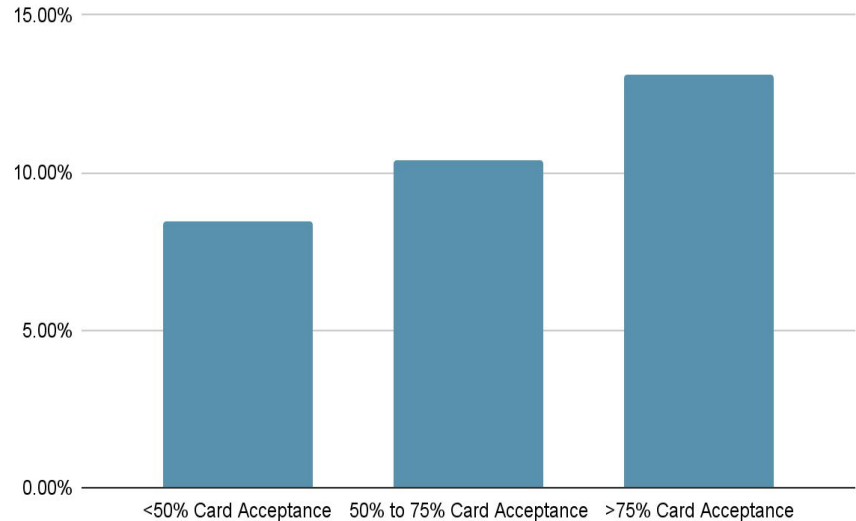 - **Residential: 82-87%**
  - **Commercial: >94%**

Renewal Retention

*https://blog.hubspot.com/service/customer-retention
**https://www.pwc.de/de/consulting/pwc-consumer-intelligence-series-customer-experience.pdf
***pctonline.com/article/retention--value/

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85% of Customers Prefer to Pay With Credit Cards*

*Companies that accept credit cards as a primary form of payment **grow significantly faster** than those who rely on other forms of payment:***

Growth Rates of Companies Taking Credit Cards

*https://www.forbes.com/advisor/business/software/payment-processing-users-safety/
**primary data*

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Reward Customer Loyalty for Greater Revenue

Implement **programs that reward** repeat customers

1. Service bundles (interior/exterior)

2. Referral & loyalty programs

3. Rewards & recognition

Choose Your Bundle   Search

Bundle Names	Services
Gold	Pest, Flea, Tick, Mosquito, Sentricon
Sliver	Pest, Flea, Tick, Mosquito
Bronze	Full Service Pest, Flea, Tick

You get a $50 gift card and your friend gets $50 off their service!

We love referrals! Refer a friend, you get a $50 gift card and your friend gets $50 off their service!

Close   Book Now

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Recap

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Those Who Give a High Experience Rating Spend 140% More Over Time

1 **Awareness**
- Create online presence (GBP) to build funnel

2 **Consideration**
- Build authority and trust through online reviews

3 **Acquisition**
- Standardize sales process to convert opportunities to revenue

4 **Engagement**
- Offer multiple communication channels

5 **Loyalty**
- Create advocates and upsell for recurring revenue

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Questions?

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PestPac by WORKWAVE

Shaping Communications for a
POSITIVE CUSTOMER EXPERIENCE

STAGES	AWARENESS	CONSIDERATION	ACQUISITION	SERVICE	LOYALTY
TOUCHPOINTS	Online Ads Website Print Marketing Social Media	Email Automation Content Online Reviews Call Center	Chatbots & E-commerce Lead & Opportunity Proposals & Contracts Scheduling & Routing	Portals Chat-Email-Text Reports Payments & Billing	Reviews Referral - Loyalty Incentives Community Renewals & Upsells
MEASUREMENT	Search Volume Impressions, Clicks, CPC	# Leads # Opportunities	Conversion Rate ROI	Completed Services Callbacks Technician Productivity	# Recurring Customers Revenue NPS

SOLUTION

PestPac by WORKWAVE — LEADING RESIDENTIAL AND COMMERCIAL PEST CONTROL SOFTWARE

COALMARCH by WorkWave	PestPac by WORKWAVE	ServiceBot by WORKWAVE	PestPac by WORKWAVE	PestPac by WORKWAVE
Digital Marketing & Targeted Print	Sales Center	E-commerce Chatbot	Customer Notifications & Payment Processing	Automated Marketing

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