

ServiceMonster's

Roadmap to Retention

A Blueprint for Long-Term Cleaning
Service Success.



To stay competitive in today's service business landscape, companies are laser-focused on acquiring new customers.

While new customers are must-have, it's just as important to nurture your current customer base. Why? Loyal customer relationships generate long-term growth and profitability.

High Retention:

The art of keeping customers engaged and loyal is a powerful strategy for sustainable success.

Retention is super powerful to service companies who want short and long-term wins. When you focus on building strong relationships by providing exceptional value and staying top of mind, you are cultivating a loyal base that will deliver on your investment.

By implementing even one of the many strategies outlined above, you can unlock the full potential of retention for your company and position your business for perpetual growth.

Section 1.

Why retention programs are so important to your business.

Section 2.

How retention programs add to your bottom line.

Section 3.

The one retention program we recommend to all our clients.

Section 4.

The steps you can take right now to build a high-retention business.

Section 1.

The Dollar Value of Loyalty.

Think of your customers like they are your friends. You want to keep your friends around, right? It's the same with customers. Happy customers stick around, spend more money, and even recommend your business to their friends. Plus, it's way cheaper to keep a customer than to find a new one. So, make sure you're taking good care of the ones you've got.

- **Reduce customer acquisition costs:**

When you can fill your schedule with existing customer's jobs, you can spend less on expensive marketing and sales tactics designed to attract new customers.

- **Increase customer lifetime value:**

Loyal customers who make repeat purchases add big dollars, over time, to your bottom line.

- **Leverage referrals:**

Happy customers are more likely to refer your business to their friends, colleagues, and family, ChaChing!

- **Build brand loyalty:**

An effective retention strategy fosters customer loyalty, which can dramatically improve your local and regional brand reputation and customer trust.

“ServiceMonster is the #1 reason why we can fulfill that value of being responsive.”

Pete Happy – CEO of Proshine Softwash

Section 2.

Three Pillars of a High Retention Service Business Strategy.

1.

Become the expert in your field.



Share your knowledge:

Provide valuable content, tips, and resources to position your company as a product and/or service authority.

Offer educational resources:

Offer product handouts, short videos, blog articles on your website, or workshops to teach customers about your services and showcase your expertise.

Stay in the know:

You and your tech's must be experts of industry trends and advancements to remain knowledgeable and relevant.

2.

Stay top of mind when it matters.



Communicate often:

Stay in touch with customers through regular newsletters, emails, or social media posts.

Personalize your marketing:

Make sure you speak, email, and send information based on your customers' preferences and needs.

IMPORTANT TIP!

Timely reminders:

Send quarterly, semi-annual, and/or annual service reminders and promotional offers to keep your business fresh in customers' minds (and new work orders coming in).

3.

Know when you've lost.



Track customer behavior:

Use an industry-focused field-service software like ServiceMonster to monitor your customers' activities including how often and what services they purchase.

Identify churn indicators:

Like many of our customers at ServiceMonster, it's important to sync your invoicing process with a feedback survey to recognize early warning signs of an unhappy customer.

Proactively address issues:

Take action fast and do your absolute best to resolve customer complaints. The goal is not just to "right this service", but to make each customer your repeat business raving fan.

Section 3.

Keeping customers happy is a big deal.

And it's a tough world out there. But just like your cleaning company, having **the right tools** for the job makes all the difference.

That's why thousands of companies use ServiceMonster as THE software program of choice for their cleaning company. It has all the tools you need to make things run smoothly and keep your customers coming back for more:



Automate Customer Communication

- **Personalized email campaigns:** Send thank you, reminder, promotional, new service info, and “feel good” emails based on your customers’ purchase history.
- **Direct mail campaigns:** ServiceMonster’s Fill My Schedule physical greeting card campaigns are a game changer. Don’t believe us? [Click here](#) to learn what Connie and Josh from Spot Out Online said about ServiceMonster.
- **Call campaigns:** By centralizing all your customer information into your company CRM system like ServiceMonster, you can create [“customer call campaigns”](#) with calendar reminders to check in.
- **SMS reminders:** Send timely text message reminders for upcoming appointments or promotions.

Data-driven Insights

- **Customer segmentation:** Group customers based on demographics, purchase behavior, and other relevant factors.
- **Churn analysis:** Identify at-risk customers and proactively address their concerns.
- **Customer lifetime value tracking:** Measure the long-term value of each customer and tailor retention efforts accordingly.

Seamless Scheduling and Appointment Management

- **Online booking:** Allow customers to schedule appointments 24/7, improving convenience and accessibility.
- **Appointment reminders:** Send automated reminders to reduce missed appointments and enhance customer satisfaction.
- **Calendar integration:** Sync appointments with your team’s calendars for efficient scheduling and resource management.

ServiceMonster



Streamlined Billing and Payments

- **Online invoicing:** Send professional invoices and accept payments securely online.
- **Recurring billing:** Set up automatic billing for recurring services, simplifying the payment process.
- **Payment reminders:** Send friendly reminders for overdue payments to maintain cash flow.



Customer Feedback and Surveys

- **Get feedback:** Collect customer feedback through surveys and reviews to identify areas for improvement.
- **Address issues head on:** Respond promptly to customer feedback and address any issues to ensure satisfaction.
- **Track CSAT (Customer Satisfaction):** Measure customer loyalty through automated surveys and identify opportunities for growth.

Section 4.

Put your business to the retention test.

Here are **5** practical steps designed to open opportunities and build your retention machine.

Engage Past Customers

Thank customers for their business, recommend additional services, and provide timely service reminders.

Leverage Customer Data

Use customer data to personalize marketing efforts and offer relevant recommendations.

Test and Improve Retention Campaigns

Experiment with different retention strategies to identify the most effective approaches.

Focus on High-value Customers

Invest in targeted retention efforts for your most valued customers.

Build Lasting Relationships

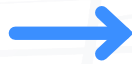
Foster strong connections with customers through exceptional service and personalized experiences.

ServiceMonster

Industry growth resources created especially for interior and exterior cleaning professionals.

ServiceMonster is a powerful software solution that streamlines operations for service-based businesses. It offers a comprehensive suite of tools, including customer relationship management, job scheduling, route optimization, invoicing, and marketing features. By automating tasks and providing valuable insights, ServiceMonster helps businesses improve efficiency, increase profitability, and deliver exceptional customer service.

See for yourself.



Sign up for a **FREE** two-week trial here.

