

# Home Services Industry:

Customer expectations vs. reality



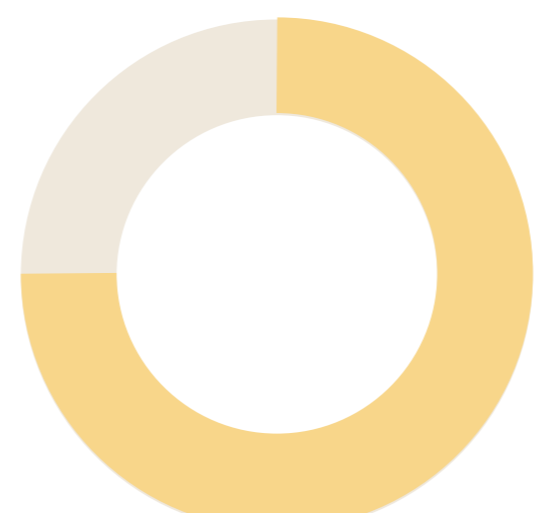
Customer service still matters more than many realize. Today's customers expect a lot from the companies they choose to do business with, which is why it's important to understand exactly what you can do to ensure you're winning new business and securing your return customers' happiness.

## What Customers Want



**66%**

say that **instant, on-demand engagement** is a critical decision-making factor in purchasing new services.<sup>1</sup>



**75%**

expect help within five minutes.<sup>2</sup>

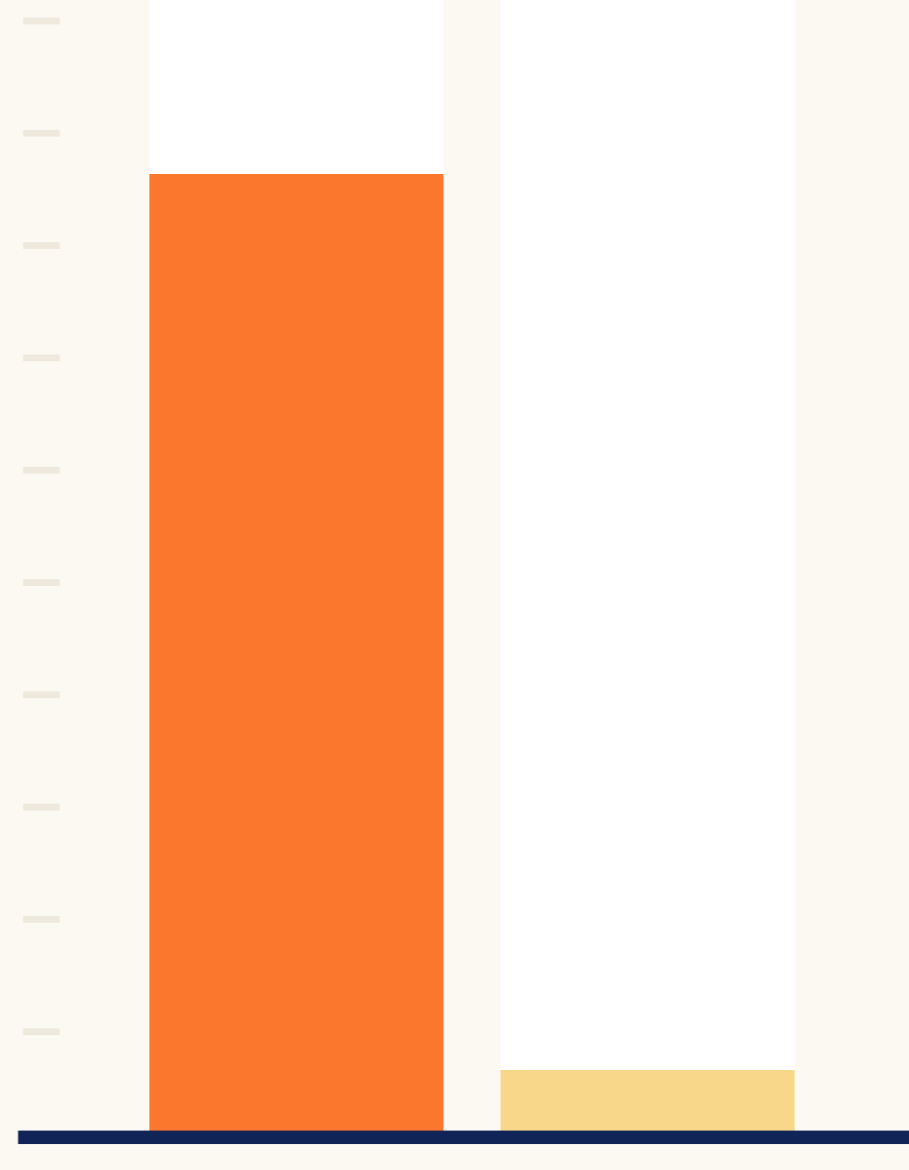


Every call is an opportunity to either win new business, or retain business. But, answering every call isn't easy. Often, you're with other customers or on-site working.

CUSTOMER EXPECTATIONS

**84%**

say experience is as important as products or services<sup>3</sup>



REALITY

**8%**

of customers believe that companies meet their expectations<sup>4</sup>



## What Home Services Contractors Say



**70%**

say that phone calls still remain the number one way new customers contact them.<sup>5</sup>



**42%**

of home services businesses say efficient customer scheduling is a top challenge.<sup>6</sup>



**75%**

say that word of mouth remains one of their most important sources of new clients.<sup>7</sup>

If you get **10 phone calls a day** and answer 100% of them

**2610**

Calls per year

**30%** of those calls will result in a sale

**x.3**

Conversion

Resulting in **783 more sales** per year

**783**

Net new sales



**783 more sales** x **\$1,000** average deal size

**\$783,000.**

In new business!

Ruby is your "always on" virtual receptionist and website chat attendant, making sure your phone calls and site visitors are always engaged with. This type of business services ensures you don't miss an opportunity to win new business.

1 2020 RUBY HOME SERVICES SURVEY  
 2 2020 RUBY HOME SERVICES SURVEY  
 3 2019 SALESFORCE CUSTOMER ENGAGEMENT TRENDS  
 4 2020 RUBY HOME SERVICES SURVEY  
 5 2020 RUBY HOME SERVICES SURVEY  
 6 2020 JOBBER ACADEMY  
 7 2020 JOBBER ACADEMY



## What more can Ruby do for you?

Download our Home Services Guide to Virtual Receptionists!