



Case Study

How A Lawn Care and Pest Control Company Grew Their Business Using Real Green's Automated Marketing Assistant® and Customer Assistant® Websites

Industry

Lawn Care & Landscaping

The Challenge

- Many hours spent organizing paperwork
- Increasing Customer Communications Became a Burden
- Paper Checks Increased Payment Processing Time

The Solution

- Automated Marketing Assistant sends customized messages to customers and prospects
- Customer Assistant Websites works with Service Assistant and AMA to allow customers to easily access their accounts

The Results

- "We have such good systems in place with AMA and CAW, I almost don't have to think about it."
- "We don't hang paperwork any more."
- CAW has led to 80% of Tuff Turf's current customers now paying via credit card, and half of those are prepay customers.
- Reduced Printed Estimates by 80%

About Tuff Turf Molebusters:

Not long after launching Tuff Turf, owner Jim Zylstra started using Real Green software to help manage his new lawn care and pest control business. More than 26 years later, the company has grown to include 30 employees serving 4,500 customers across the state of Michigan. And Tuff Turf still relies on Real Green. Why? It's simple. Because Real Green makes it easy to run and grow the business.

According to Zylstra, it was never a question which software he would use. Signing on with Real Green was a given; he had used it previously at a different company and was already familiar with the platform. Today, he considers himself a "power user" who understands the software better than just about anyone. While they have used most of Real Green's solutions over the years, the ones they see the most value from are Automated Marketing Assistant (AMA) and Customer Assistant Website (CAW).

The Challenge:

A steadily growing company creates its own unique challenges. With more estimates, more sales and more customers, paperwork and organizational burdens increase – creating extra office work and general inefficiencies. With so many hours spent organizing paperwork and trying to keep on top of customer communications, documenting, storing and tracking customer information becomes its own burden (and its own barrier to providing excellent customer service). And paper checks arriving by mail increase payment processing time, creating the need for a customer auto-pay option.

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The Solution:

Automated Marketing Assistant (AMA) works with Service Assistant to send marketing messages to customers and potential customers. Each message is auto-generated and sent based on triggers gathered from daily data input by production, office and sales teams. AMA offers more than 50 "set it and forget it" messages, including email marketing, customer prepay, service and new order customization, custom customer alerts, rejected email letters and automated follow-ups. It works in tandem with a Customer Assistant Website (CAW), where customers can easily access their account information: Monthly billing, service history, next service scheduled, the ability to request additional services and more. Like AMA, CAW syncs daily with Service Assistant, ensuring that all customer data is up to date.

The Results:

"We have such good systems in place with AMA and CAW, I almost don't have to think about it any more," said Zylstra. Tuff Turf uses AMA for neighbor marketing, estimate follow-up, pre-notifications and emailing invoices. With AMA, Tuff Turf can send out a team, have the team perform a service and invoice the client, all without any paperwork. If the client is registered through CAW, the system automatically charges their credit card. "We don't hang paperwork any more," explained Zylstra, noting that during COVID-19, the company completely eliminated in-person paper invoicing and was able to do so without a hiccup.

The Value:

According to Zylstra, "CAW is very helpful – the automatic promotions, the syncs, the automatic bill payment. Plus it's great for people to be able to go on the website themselves, pay for their own services and sign up for services." CAW significantly reduces call volume into the company, which saves personnel hours and makes running the business more efficient. And it is a boon for cash flow. Zylstra estimates that up to 80% of Tuff Turf's current customers pay via credit card, and half of those are prepay customers. He notes that it's a very big difference from the days where stacks of checks would come every day in the mail, and then they would have to take the time to process each one. Now, only two or three checks come in the mail every day. "The whole thing is so much faster and more efficient and there's less room for human error, too."

"I would recommend Real Green for any business that has multiple clients and multiple customers where you need to organize and track information," says Zylstra. "Every call is logged, every concern, every contact – we can see that and keep track of it. So when a customer gets in touch with us, we know their name. Their spouse's name. Their dog's name. And everything about their property: Fences, underground sprinklers, invisible dog fences, whether they are on a septic tank or city water. All of that information and more is flag coded or has a note in the system. All of this means that we can create a much more personal connection with each customer. And that's better for customer service, customer interactions and customer relationships."

