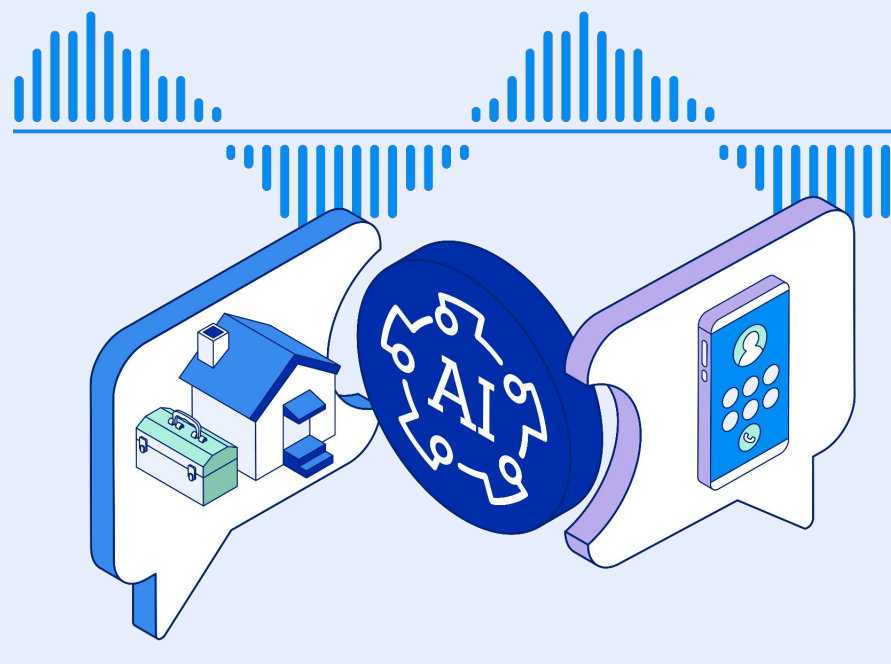


5 Ways home services businesses can use AI to improve customer service



Consumers say speed and efficiency are the most important aspects of a positive customer experience. Without them, 42% of businesses miss phone calls and lose out on existing or potential customers.

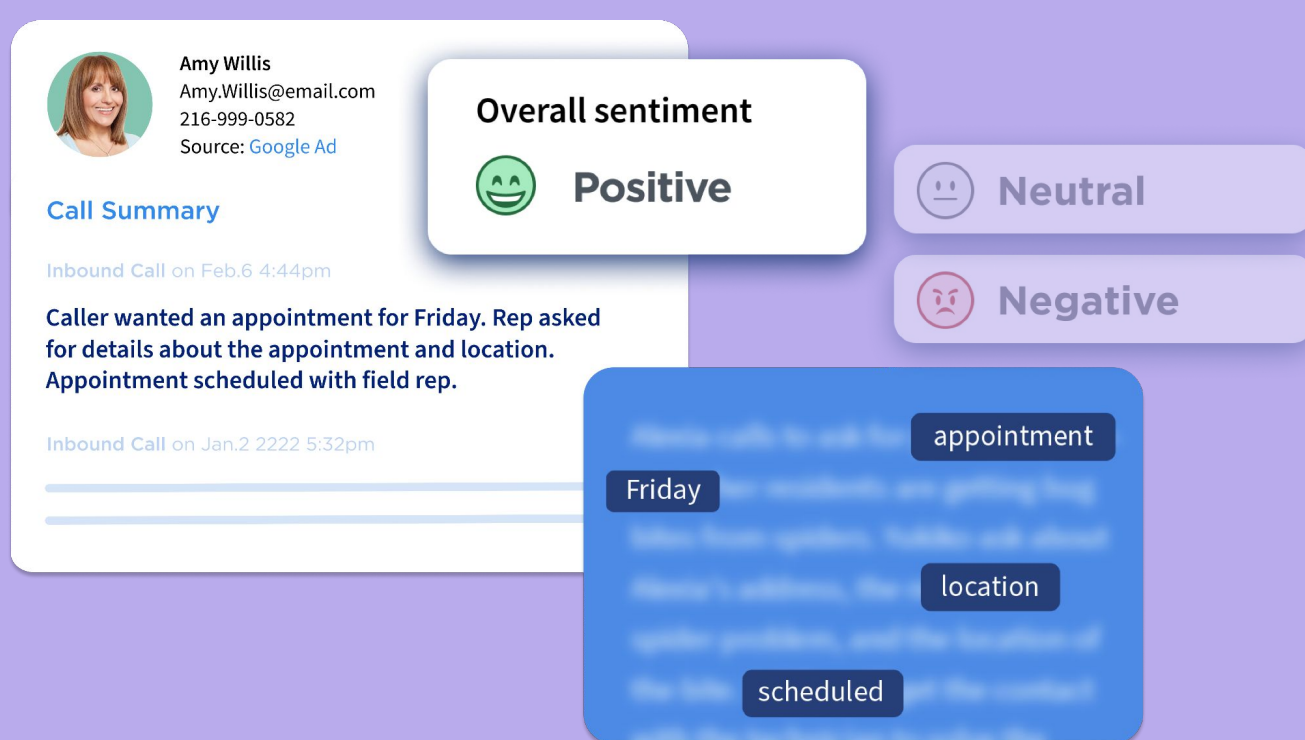
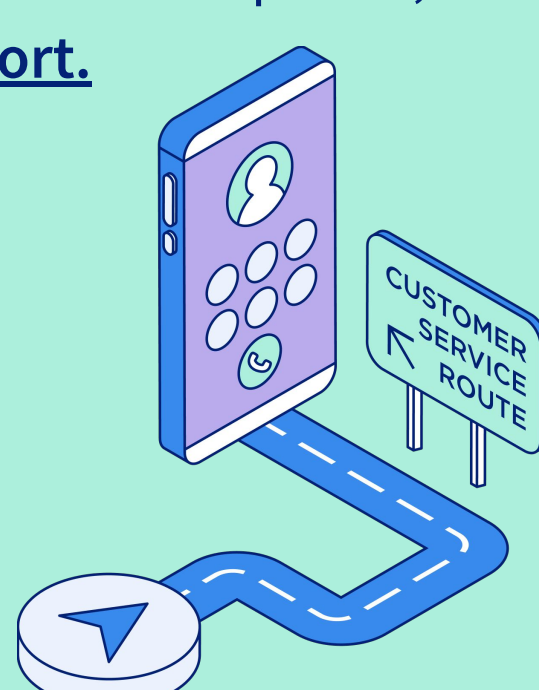
Responsiveness is key for today's customers. Amazon has revolutionized customer expectations with respect to service delivery. If you're a busy home services company with a lean or non-existent customer service team, artificial intelligence (AI) can help you by acting as part of your team. Even if you do have a full customer service team, AI allows you to better manage them to provide the highest level of service. Your customer experience is one of the most practical applications for improving business through AI.

Here are five ways to get started.

1. Automate communication

65% of customers expect an immediate response when reaching out to a company, but it can be hard to be this responsive when you and your team are out on job sites all day. Now AI can help by converting voice to text and enabling self-service call options, while AI-driven chatbots **can provide 24/7 support.**

By implementing AI-powered **tools**, you can ensure that your team doesn't miss customer messages and can be responsive in the field, while also allowing them to spend more time on the work at hand.

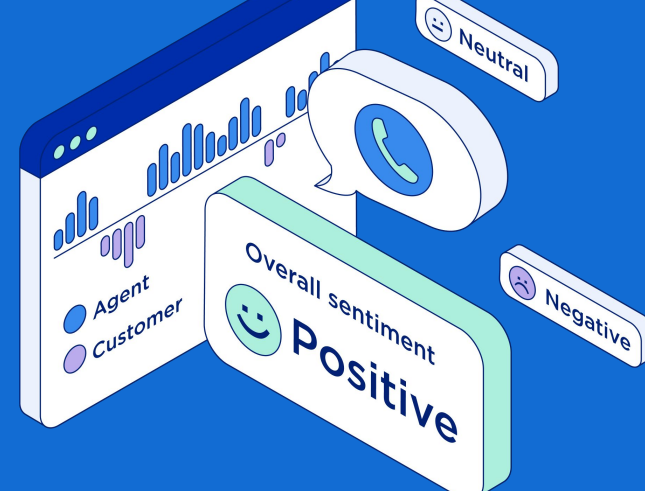


2. Learn what your customers are saying

Conversation intelligence software can analyze customer interactions and uncover what customers and prospects are saying on calls. It **uses AI to summarize** a call in a few sentences so your team doesn't have to spend hours reviewing transcripts. You can then easily apply the insights you've gleaned to improve your customer service.

AI-powered tools like **Premium Conversation Intelligence™** can reduce time spent **analyzing calls by 66%**. With skilled labor at a premium, that is money in your pocket

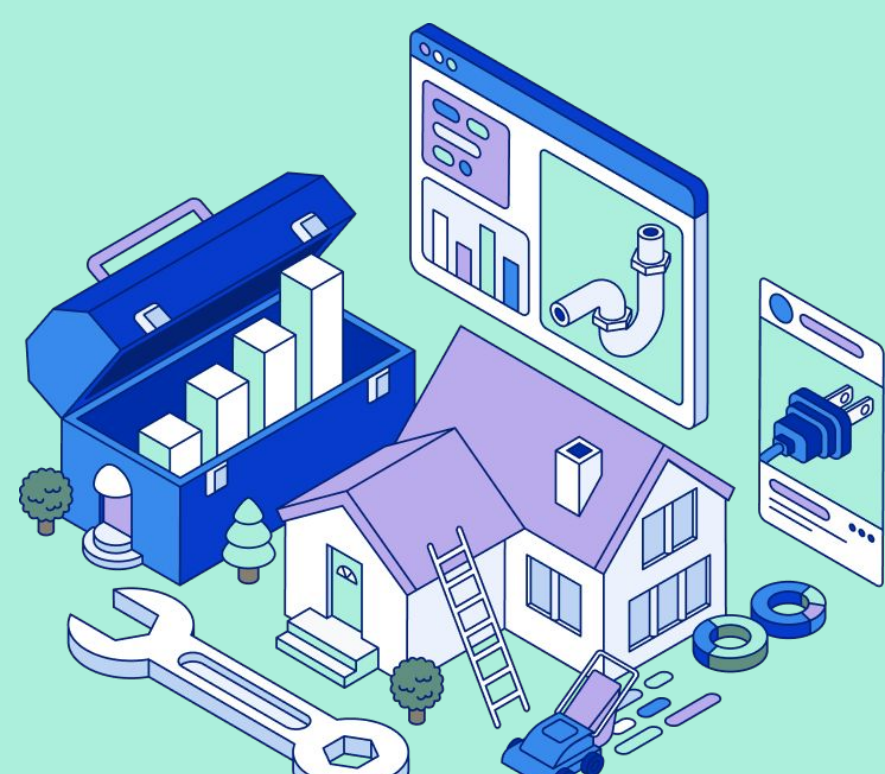
3. Respond efficiently and effectively



Beyond tracking keywords and generating **call summaries**, AI can analyze **call sentiment**. Sentiment analysis is valuable because it gives you a better understanding of how customers feel about your brand, services, and customer service. It also allows you to prioritize calls that need attention, such as those where a customer is dissatisfied or frustrated.

By integrating your most useful platforms—like Jobber—with an AI solution that can accurately transcribe and summarize calls in seconds, your team can see call summaries in one place. This allows your team to act quickly on customer follow-ups without missing important details.

4. Personalize interactions



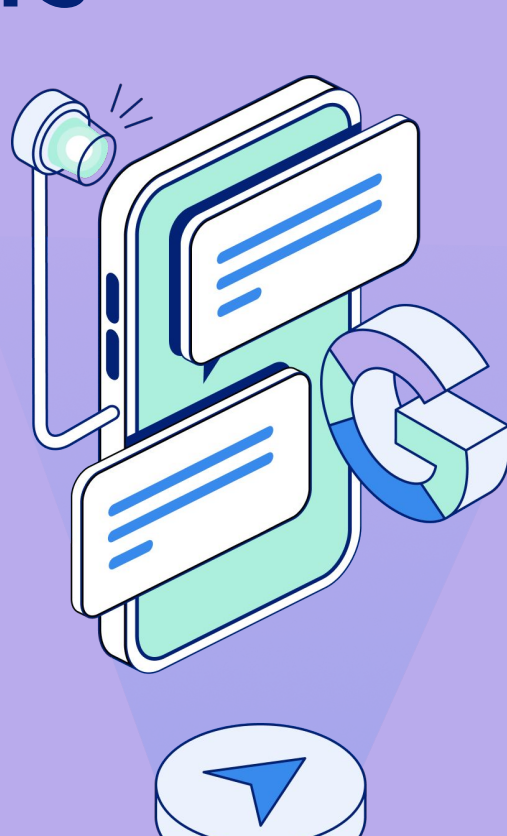
AI can pick out customer preferences and information to **personalize interactions**, which improves rapport and brand loyalty. When you **integrate your customer service** tools with your customer relationship management (CRM) software, you can store customer information for easily accessible future reference.

You can use the information to create hyper-personalized marketing campaigns that appeal to customers' specific needs and interests.

5. Follow up with customers

You can use AI to detect the need for follow-ups in a call automatically and to schedule reminders to do so. Conversational AI tools like automated email assistants can automatically generate text and email messages to let the customer know what you're doing after the call to address their issues.

You can also automate survey requests and generate more **Google My Business** reviews by automating requests of your customers.



Are you ready to upgrade your customer service?

If you want to provide better customer service and cut costs while freeing your team to focus on their most important tasks, consider implementing AI-powered Premium Conversation Intelligence. Try Premium Conversation Intelligence for your home services business free for 14 days.

Get started for free