

Dispatch Drives Better Leads and Provides Visibility to Lead Outcome

THE CHALLENGE

Marketing teams spend millions of dollars driving potential customers to their online booking pages and dealer locator sites. But customer expectations have changed - if your lead form doesn't offer the right functionality, they won't convert. And if they do, how do you know if the lead is picked up by your network of pros, and ultimately becomes a successful job?

THE SOLUTION

Dispatch is the only platform that connects, measures, and optimizes the entire service experience, illuminating the process for all parties, and creating a consistently delightful customer experience. Dispatch can:

- Augment your booking or dealer locator page with online scheduling, improving conversion rate through a better customer experience, and significantly reducing time to schedule and complete
- Engage your pro network with a **free field service toolset**, delivering a consistent customer experience, and providing you with **insight to lead outcome**

With all your locations using the same tool, it becomes easy to gain insight and control over the experience your customers are getting.

Results

↑ 3%

lead-generated revenue
via your website

↑ 9%

NPS
improvement

↓ 14%

Lower likelihood
of customer churn