



How Dispatch Partnered with Ace Handyman Services to **improve location performance** and **use customer experience as a differentiator**



By using Dispatch, Ace Handyman Services was able to **analyze service intelligence data across their locations** and **use customer experience as a differentiator**, enabling **significant location growth and increasing per-location performance**.

The Opportunity:

When Ace Hardware recognized the opportunity to add handyman services to their significant footprint in the consumer hardware market, they wanted to implement a solution that matched **their famous commitment to customer experience**. Ace - forever known as your friendly local hardware store - has a long history of using in-store service to differentiate itself from their big box competitors. Any handyman service they would offer would need to match or exceed that reputation.

*"Ace had services on the radar for quite some time, and when they went out to find a business like ours, **our core values really lined up** - our already great customer reviews, and our tagline of helping you love your home"* Said Chris Bue, who was in a leadership role at Handyman Matters, and is now President at Ace Handyman.

Handyman Matters was a long-time customer of Dispatch, **already providing an unparalleled service experience** in the handyman market with Dispatch's powerful field service toolset. Ace Hardware saw this emphasis on customer experience - enabled by Dispatch - and **acquired Handyman Matters** to provide the infrastructure for their new handyman services arm.

"That was a big reason why they acquired us - that alignment with customer service. If you walk into an ACE hardware store, you immediately can tell the difference over walking into a Big Box store." notes Aaron Williams, Ace Handyman's VP of Technology.

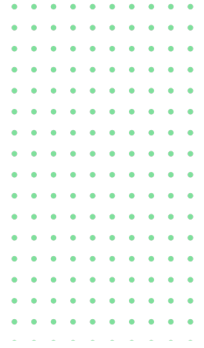
Ace knew that they needed to achieve a few key goals to ensure the success of this new investment:

- **Location Growth** - Implementing handyman services at as many Ace Hardware locations as possible
- **Location Performance** - Measuring key KPIs of each location, identifying positive trends and opportunities for improvement
- **Customer Experience** - Delivering a seamless 'Ace Hardware' experience to every customer, outside of the store

With Dispatch already in place, they were in a great position to achieve these goals.



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The Dispatch Solution:

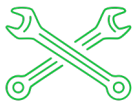
The Dispatch platform is purpose-built for providing visibility into franchise locations operations, and enabling a consistently excellent customer experience across each one.



Dispatch Manage

The epicenter for franchise corporate, Manage provides Ace Handyman with **location-level visibility into their key KPIs** - measuring valuable service interaction data including job volume, job size, job cycle time, SLA compliance, and customer satisfaction.

*"You have all of those data points aggregated together there - **you can compare across all the locations and see how they're doing relative to one another**. Dispatch helps us measure location compliance sooner so that we can react sooner, address it sooner, and get everybody on the right path, so it's really perfect" - Dave Howard, Franchise Consultant*



Dispatch Work

Every location gets access to Dispatch's powerful field service management tool **Work - scheduling, dispatching, messaging - designed with ease-of-use in mind**. Every interaction in Work feeds back into the Manage platform to provide complete visibility.

*"Craftsmen use it every day, it gets used thousands of times in our organization every single day. **It's really a part of what allows our business to operate** and drives our business." - Aaron Williams*



Dispatch Experience

Through using Work, **every Ace customer receives a branded digital service experience**, including on-my-way notifications, an app-less customer web portal, and automatic feedback requests after the job is done.

*"It's one thing for a customer to step into your store, but when you step into the customer's home - **that attention to a customer's needs**, and just showing respect and being truly helpful is really very important" - Aaron Williams*



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The Results:

"We're scaling very fast. We are sometimes adding multiple offices per week, and Dispatch has kept pace with that seamlessly. **Dispatch has enabled us to grow**, and our growth has been significant" - Dave Howard

Ace has seen significant growth in location count and individual location performance, enabled by the measurement of location-level KPIs. Thanks to the metrics in Dispatch, Ace can identify the behaviors of high-performing locations and implement changes at the lower-performing ones.

These metrics, in addition to the best-in-class service experience delivered to every Ace Handyman customer, has cemented Ace as the leader in handyman services, and enabled explosive growth over the past year.

- **Location count +65** - grew from 67 to 132 locations in one year - aided by offering Dispatch to Ace Hardware locations considering handyman services
- **Location job volume +20%** - increase in job volume per location - influenced by the implementation of consistent business practices informed by Dispatch, and a better customer experience
- **Average location star rating + 10%** - increase in per-location star rating through better visibility and delivering a best-in-class customer experience
- **5-star reviews +80% YoY** - significant increase in 5-star reviews through providing a consistent and branded customer experience

A Meaningful Impact on Critical Metrics:

+ 65

New Locations

+ 20%

Location Job Volume

+ 10%

Average Location Star Rating

+ 80%

'5 Star' Ratings Across All Locations