



Clayton Home Building Group® and Dispatch

How Dispatch and Clayton Home Building Group® Partnered to Engage Service Technicians, Streamline Service Operations, and Improve Homeowner Experience

THE OPPORTUNITY

Clayton Home Building Group®, one of America's leading builders of modern manufactured and modular homes, has a mission to open doors to a better life through attainable homeownership. Clayton is dedicated to providing a world-class customer experience, and that includes servicing homes after the sale.

Facilitating that maintenance in a way that keeps costs low and homeowners happy is the primary goal of the Operations team at Clayton, who works with a blended workforce of Clayton technicians and independent contractors to maintain their homes, offering warranty repair and replacement of roofing, siding, appliances, HVAC, and all other aspects of the homes they sell.

The Clayton team already knew Dispatch had a reputation of helping enterprise brands that rely on independent contractors for field work reduce operational cost and improve the end-customer experience.

Dave Appert, VP of Business Product Experience, saw the potential value of the Dispatch solution almost immediately:

“

I saw a Dispatch demo and I got it immediately. I had an 'Aha!' moment, where I knew these guys got it. They understand the challenges of supporting a bifurcated service network of both contractors and internal team members.

- Dave Appert

”

Clayton needed a software solution that could help them:

- **Engage a blended workforce**
- **Increase visibility into a large variety of field operations**
- **Reduce the costs associated with servicing their homes**
- **Understand and improve homeowner satisfaction and loyalty**
- **Adapt to the needs of their specific organization**

THE SOLUTION

The Dispatch solution combines powerful software for enterprise users, their workforce, and their end-customers that streamlines communication and visibility between each party.



The overall value proposition of Dispatch is a blend of functionality that meets the business where it is, in a way that is manageable from a cost and implementation standpoint. Adopting Dispatch has been a transformative journey for our team. Despite initial reluctance, our technicians have embraced Dispatch, becoming advocates and helping convince other home centers to adopt the system.

- Dave Appert



Dispatch Engage

A flexible approach to encourage the adoption of Dispatch by a non-dedicated workforce paired with training and field support by a dedicated team.



Dispatch Work

User-friendly field service app for scheduling, receiving and statusing jobs, made available in the home office and to every resource in the field.



Dispatch Communicate

Open messaging between the home office, the workforce in the field, and the homeowners, starting inside of Dispatch and ending with homeowner email or SMS.



Dispatch Experience

A branded, consistent homeowner experience before, during, and after an appointment, with proactive service notifications and automated post-job surveys to help understand satisfaction.



Customer Support

A dedicated account manager that ensures every need is met and maximizes usage and adoption, paired with a support staff that can assist with on-the-ground needs as they arise.



When I first heard about Dispatch, I was a bit reluctant to embrace it, as it was something new. However, after receiving thorough training and support from Angie and the Dispatch team, I found the app to be user-friendly and easy to navigate.

- Bob Bryant, Field Technician



With Dispatch, I no longer have to manually track and coordinate schedules using a calendar. The app has streamlined our scheduling process, making it easier for me to manage our technicians' workload and ensure efficient service delivery.

- Angie Cody, Dispatcher, Home Building Facility



Dispatch lets our technicians do everything we wanted them to do - communicate with customers, share information and location, complete work and line items, add pictures. It's quite frankly everything we wanted.

- Mark Hardiman, Director of Customer Care



Dispatch has revolutionized our interactions with homeowners and contractors, fostering stronger partnerships through clear and consistent communication. The platform enables us to set clear expectations and maintain high quality across all interactions, leading to increased homeowner satisfaction and trust in our brand.

- Joey Ferryman, Director of Customer Care



The level of support we've received from the Dispatch team has been truly exceptional. Through our collaboration, we've forged a robust and enduring partnership built on trust and responsiveness.

- Amanda Pearsall, System Analyst, HX Team



THE OUTCOME

Through utilizing Dispatch, Clayton has achieved positive results across many of their most important operational and performance-based KPIs, and significantly improved the efficiency of their team members and field workforce.

Reported by one team member for jobs through Dispatch vs. average star rating for their Clayton Retail location

15% HIGHER PER-JOB STAR RATING

“
With Dispatch, we **receive customer feedback within days of completing the job**, compared to the six-month delay with our previous survey.

- Patricia Sands, Admin, Home Building

Based on one admin's estimate after 8 months of use

15 mins REDUCTION IN BACK OFFICE TIME SPENT PER JOB (AVG.)

“
Before Dispatch, we were drowning in paperwork. Now, with Dispatch, everything is streamlined and accessible within the app, **saving me countless hours of manual work**.

- Patricia Sands

According to a dispatcher's estimated experience since implementation

20% DECREASE IN SERVICE CALL VOLUME

“
Dispatch has **completely eliminated customer calls** for me inquiring about technician locations and ETAs. Now with the app's real-time updates, customers have the information they need at their fingertips.

- Angie Cody

Estimated by one Clayton Retail Group employee based on their experiences from before and after implementing Dispatch

90% DECREASE IN CUSTOMER NO SHOWS

“
Since implementing Dispatch's 'On My Way' feature, **missed appointments dropped** from once a week to only two out of 100 in the last month

- Patricia Sands

Together, Dispatch and Clayton will continue to evolve their solution and utilization of the platform, further improving Clayton's service operations and the service experience of their homeowners.

“
Dispatch was selected because it could give us the ability to gain control around our service operation without disrupting how all these stakeholders function, meeting our business where it is. I have found Dispatch to be a very sincerely committed organization, dedicated to empowering their customers and delivering the functionality they need to succeed.

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