# Business texting: drives 35% business, with less rescheduling and more repeat customers

The Gutter Guys, in New Castle County, Delaware, is a gutter cleaning and installation company. Part of the oldest, highly-rated, and most respected gutter companies in the United States, The Gutter Guys of New Castle Country noticed that in the last couple of years customers weren't answering their phones and weren't receiving their voicemail messages either. They found their customers are much more likely to respond to a text message than to a phone call.
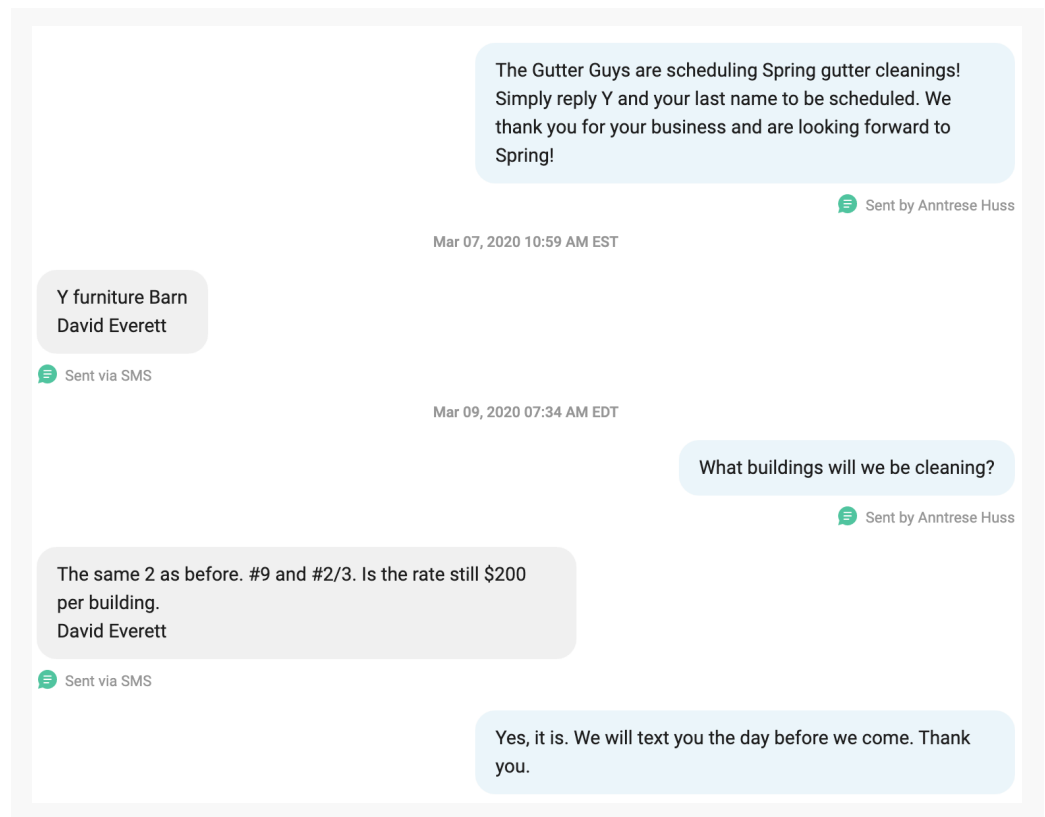
The Gutter Guys of New Castle County were met with another unique problem when their Operations Manager, Anntrese Huss, realized that texts from her personal cell to customers were getting flagged as spam. She made a quick trip to the Apple store and found out that if it happened again her cellphone might get deactivated for good. This was bad news.

Though they first approached BirdEye to figure out how to get more reviews, the fact that the business could send bulk text messages and integrate with QuickBooks, the accounting software they were already using, had them sold.

"I think communication is the number one thing that can either make or break a company. If a customer can feel like they can easily talk to you and you are responsive, that is a win-win for everybody."

**Anntrese Huss**
Operations Manager

> The Gutter Guys are scheduling Spring gutter cleanings! Simply reply Y and your last name to be scheduled. We thank you for your business and are looking forward to Spring!

Sent by Anntrese Huss

Mar 07, 2020 10:59 AM EST

Y furniture Barn
David Everett

Sent via SMS

Mar 09, 2020 07:34 AM EDT

What buildings will we be cleaning?

Sent by Anntrese Huss

The same 2 as before. #9 and #2/3. Is the rate still $200 per building.
David Everett

Sent via SMS

Yes, it is. We will text you the day before we come. Thank you.

"Today, we use text messaging a lot to run our business. 35% of all our business comes through texting."

**Anntrese Huss**
Operations Manager

In addition to the increased business, there were other benefits too:

- The Gutter Guys of New Castle County were able to send out effective reminders the day before a scheduled cleaning or installation, which meant less rescheduling.
- They also had an increased ability to reach out to past clients in a less disruptive manner, which meant more repeat customers. Using BirdEye, Anntrese texts past customers ahead of seasonal changes to prepare a schedule. Instead of having to text everyone individually from a cell, she can pull a past customer list and copy and paste the same message, saving her hours of time and producing more business than ever.

- BirdEye also helped the business distinguish between a customer's landline and mobile phone. This way they could make a change in the system and tailor their communication efforts to only send messages to mobile phones.

> "BirdEye is a platform that allows easy access between us and the customers. I don't have to individually text someone on a cell phone. I have a platform where I can copy and paste the same message and send it in bulk. I can also easily create and manage contacts on the platform. This saves me so much time."

**Anntrese Huss**
Operations Manager

Mar 04, 2020 02:33 PM EST

The Gutter Guys are scheduling Spring gutter cleanings! Simply reply Y and your last name to be scheduled. We thank you for your business and are looking forward to Spring!

Sent by Anntrese Huss

Y Blouch

Sent via SMS

Lamb Tavern Lane?

Sent by Anntrese Huss

Yes

Sent via SMS

Thank you. We will text the day before we come.

Sent by Anntrese Huss

Ok

Sent via SMS

This way the business was able to easily communicate via text with their current and prospective customers, as often as needed. Their messages were successfully reaching customers and they had more business than ever before.

Additional BirdEye features like easy contact creation and management and the platform's ability to distinguish between landline and cell phone also helped The Gutter Guys of New Castle County tailor their communication strategies for maximum revenue generation.

## Driving Growth with BirdEye

With BirdEye, The Gutter Guys of New Castle County is now interacting with clients more effectively over text messages, saving on time and growing business.

# About BirdEye
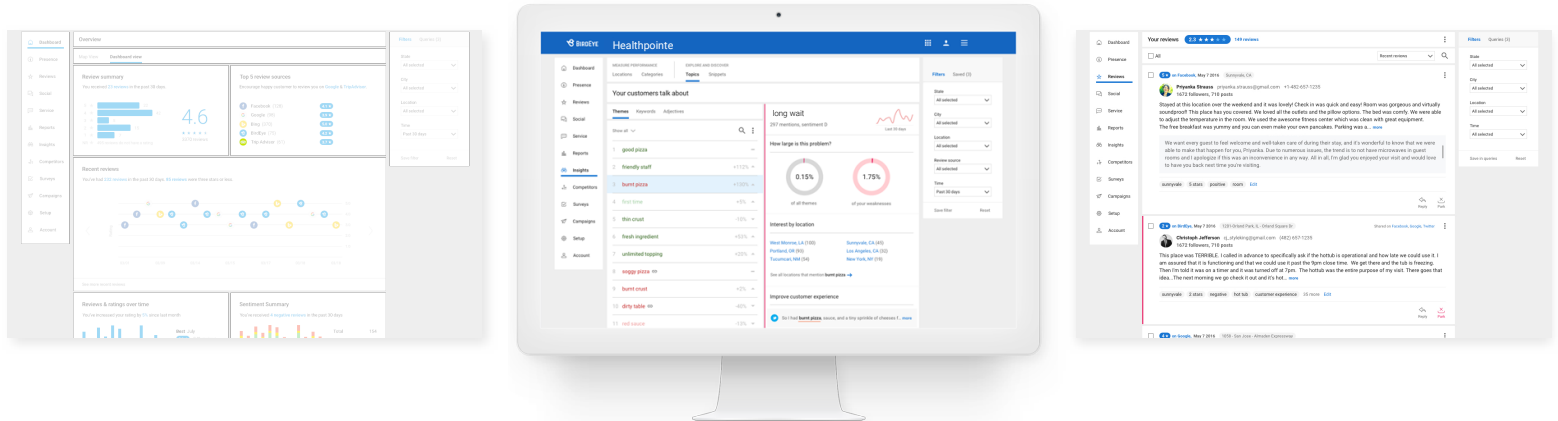
BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/
To learn more, go to birdeye.com or call toll-free #1-800-561-3357.

# BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

### Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

### Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

### Review monitoring

Monitor all your reviews from 150+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

### Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

### Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook and Twitter.

### Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

### Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

### Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments.
Track issue resolution and measure employee performance with detailed service reports.

### Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

### Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

### Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.