flō BY MOEN + Dispatch

How Dispatch helped Flo by Moen **optimize their service operations** and **build loyalty** with their contractors and customers.

By using Dispatch, Flo by Moen was able to engage their contractors, optimize their service operations, enable transparent messaging across all parties in the service experience, and provide loyalty-inspiring experiences to their customers.

The Opportunity:

Flo by Moen offers industry-leading leak detectors for homeowners who want to prevent excessive damage from harmful water leaks. As an arm of Moen, Flo could tap into a wide network of independent contractors, sending them to their customers' homes to install and service their products.

Flo by Moen recognized that their existing software was not doing the trick for their decentralized network. They faced:

- A high-touch, manual **booking and scheduling process**
- Uncertainty around **customer satisfaction**
- Difficulty understanding **contractor performance**

Tim Brock, Flo Technologies' Head of Field Operations, decided that they needed a solution that was built from the ground up for their needs:

"Before Dispatch, we had all these **manual processes** that took a lot of time to just organize a simple connection.

We needed to be able to **connect the homeowner to the contractor** and to have **visibility into the job**. We needed to be able to **communicate with the contractor** and see their activity, and then to follow up with them and find out about what happened with each job."

A Meaningful Impact on Critical Metrics:

- 15 days Reduced Job Cycle Time

- 29% Reduced Service Call Volume

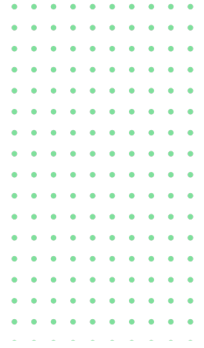**- 15%** Reduced Time Spent on Service Operations

+ 14 Increased Net Promoter Score (NPS)

By implementing Dispatch

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The Dispatch Solution:

The Dispatch platform was built from the ground up to address these needs, with powerful product modules that combine to create an out-of-the-box customized solution for Flo by Moen.

Dispatch Engage
a foundation of personalized trainings, materials, and resources to encourage contractor adoption.

> "We're dealing with people in the trades, they're typically old school, it can be a challenge to get them on something technology-based. But **we have actually been able to get them onto Dispatch - and they love it!** We've even had some vendors use it for their own personal business."

Dispatch Manage
a powerful front end that provides visibility into contractor performance and customer satisfaction.

> "As soon as we got Dispatch, we were able to get **more visibility** into what's going on, and we were able to get **valuable feedback from our customers** on the experience we were providing."

Dispatch Communicate
omni-channel messaging that connects brands, contractors, and customers directly inside of Dispatch.

> "Before Dispatch we were communicating more manually with the customer - spending a lot more time scheduling and informing them about the job details. **Your messaging system is great**. A lot of times our contractors will message us, our team can respond back to them, **without having to make a phone call**, which is really nice."

Dispatch Experience
a branded, app-less customer web portal and proactive service notifications.

> "Before Dispatch, we weren't really able to know our customer experience. How they felt about us. Now we are able to **see our NPS and our providers survey rating** - providing a tremendous amount of value."

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The Results:

The benefits of Dispatch were clear –

- Reduced job cycle time and time spent by their team on service operations
- Reduced service call volume from both contractors and customers
- Increased Net Promoter Score (NPS) and higher customer satisfaction

For companies like us, it's helpful to get to a place where you can **manage everything in one system** - automating our operations and being able to message customers.

Getting that visibility allowed us to continue to grow. It allowed us to scale a lot more because we spend fewer hours monitoring things and making sure things happen. Dispatch even helps us know we're working with the right providers.

We found Dispatch and it's allowed us to **bring a great experience to our customers and our installers**. It's allowed us to build a great relationship with them, and to get feedback from our customers that our installers are doing what they should be doing - **giving great service**.

Dispatch