

How KeyMe partnered with Dispatch to use customer experience as a differentiator

By using Dispatch, KeyMe was able to implement a new home-service business model, ensure locksmith compliance, and significantly improve the end customer experience - all through an out-of-the-box solution requiring little effort from their team.

The Opportunity:

KeyMe's self-service kiosks had a growing reputation in the consumer locksmith business. Providing quick services to people in their time of need, customers trusted the KeyMe brand.

Wanting to build on this reputation and increase their scale, KeyMe implemented home-service locksmithing, which provided several challenges for their business:

- **Enabling their expansion** via a network of independent locksmiths without an existing infrastructure to build on
- **Understanding the performance** of their locksmiths and ensuring compliance while keeping costs low
- **Replicating the high levels of customer satisfaction** delivered via KeyMe's locksmith kiosks
- Implementing a solution that met their **rapid growth and expansion goals**

KeyMe estimated that building a platform that satisfied their needs and delivered a customer experience worthy of their brand would take roughly **6-12 months**, and decided to go with an existing solution that would enable faster implementation.

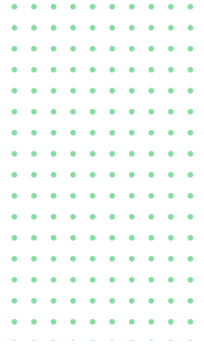
A Meaningful Impact on Customer Satisfaction

5x Increased Net Promoter Score (NPS)

By implementing the Dispatch customer experience

"It made more sense for us to use Dispatch instead of us building this internally, which would have required hiring a development team, design team, and investing in ongoing maintenance"

- Jessica Greenberg, Product Manager, KeyMe



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The Dispatch Solution:

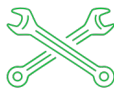
Recognizing that **optimized, transparent operations** paired with a **best-in-class customer experience** would further cement their brand as the industry leader in a highly competitive market, KeyMe turned to Dispatch to enable this expansion for their business.

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

“One of the things our customers love is the ability to track their locksmiths, and Dispatch’s on-my-way link makes KeyMe look like a more trusted brand”



Dispatch Engage - a foundation of personalized trainings, materials, and resources to encourage locksmith adoption



Dispatch Work - field service management software with an easy-to-use mobile app that encouraged process compliance and provided visibility into the location and performance of their locksmiths



Dispatch Experience - a branded, app-less customer web portal that augmented KeyMe’s service notifications

Using Dispatch helped KeyMe **differentiate their customer experience** from their competitors and **maintain the positive reputation** of the KeyMe brand.

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The Results:

The benefits of Dispatch were clear -

- Complete visibility into locksmith performance
- Control over the service workflow
- Better locksmith compliance
- Best-in-class customer experience that directly influenced a stellar review presence on the web.

The impact on the customer experience was most significant. By providing insight into job pricing, a picture and bio of the locksmith coming to their homes, real time on-my-way tracking, and simple communication throughout the entire experience, **KeyMe recognized a 5x increase in their customer net promoter score (NPS).**

Through using the Dispatch Work FSM software, KeyMe made it easy for their locksmiths to comply with their workflow, automatically prompting every step of their ideal service experience. By giving their locksmiths a tool they wanted to use, **KeyMe recognized a 2x increase in their locksmith net promoter score (NPS).**

Our customers care about three things - urgency, up front pricing, and a flawless experience with our locksmiths. **Dispatch enables us to deliver on all three.**"

A Meaningful Impact on Customer Satisfaction

5x Increased Net Promoter Score (NPS)

By implementing the Dispatch customer experience

A Meaningful Impact on Network Satisfaction

2x Increased Net Promoter Score (NPS)

By implementing the Dispatch Work FSM