



# Unlocking Growth

A Neighborly® Webinar Series

March 2025

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# NCS: Unlocking Customer Engagement

March 2025



# Goals for today's session

1. Gain Insights on Answer Rates & Brand Averages
2. Maximize Revenue Through Stronger Customer Engagement
3. Learn Proven Strategies from Successful Franchise Owners
4. Leave with Actionable Steps to Elevate Your Business

# 2025 initiatives to drive SSSG

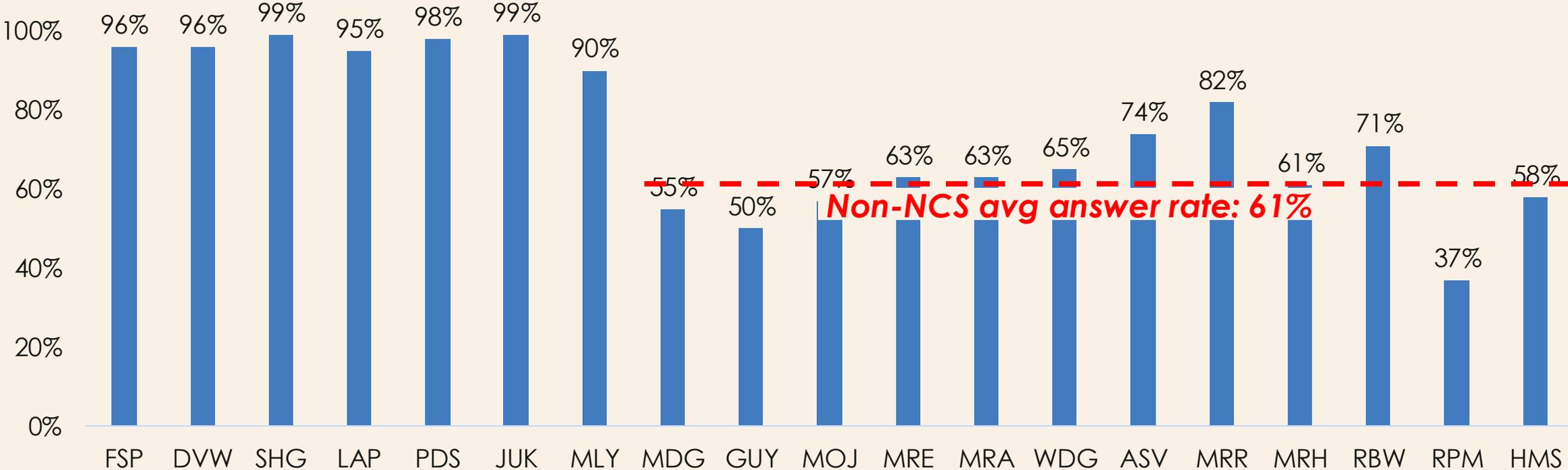


Today's Focus



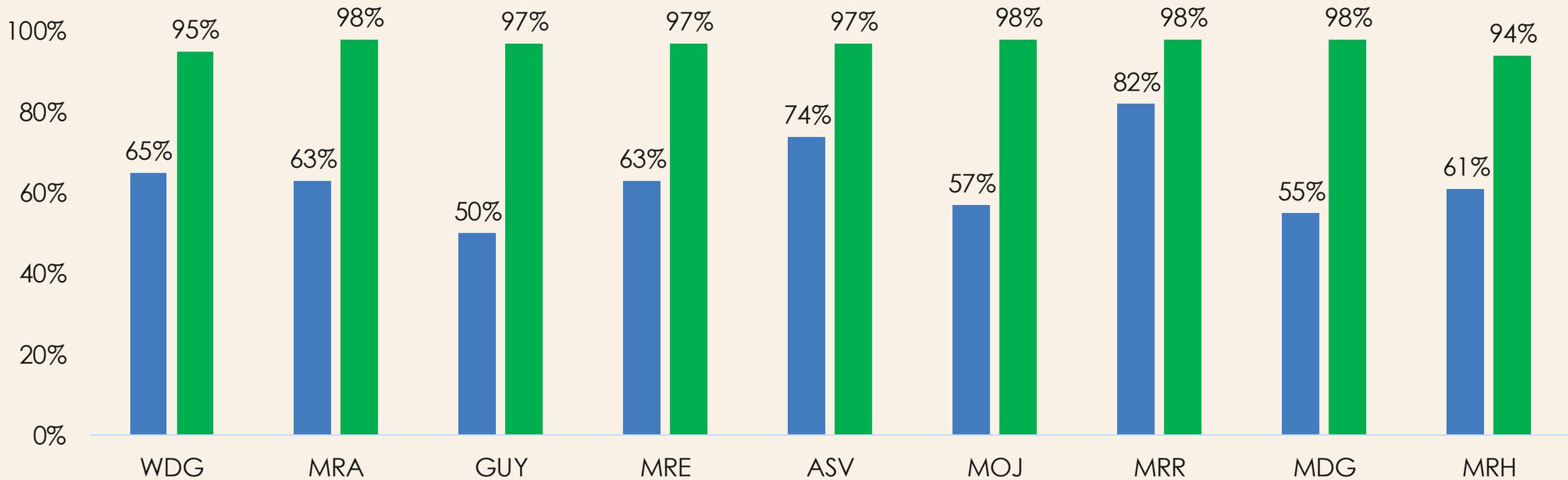
# Answer rates drive revenue. Don't waste your \$\$\$ on missed calls.

Current answer rate by brand



# Answer Rate Improvement- Post NCS

Answer Rate by Brand (pre and post- conversion)

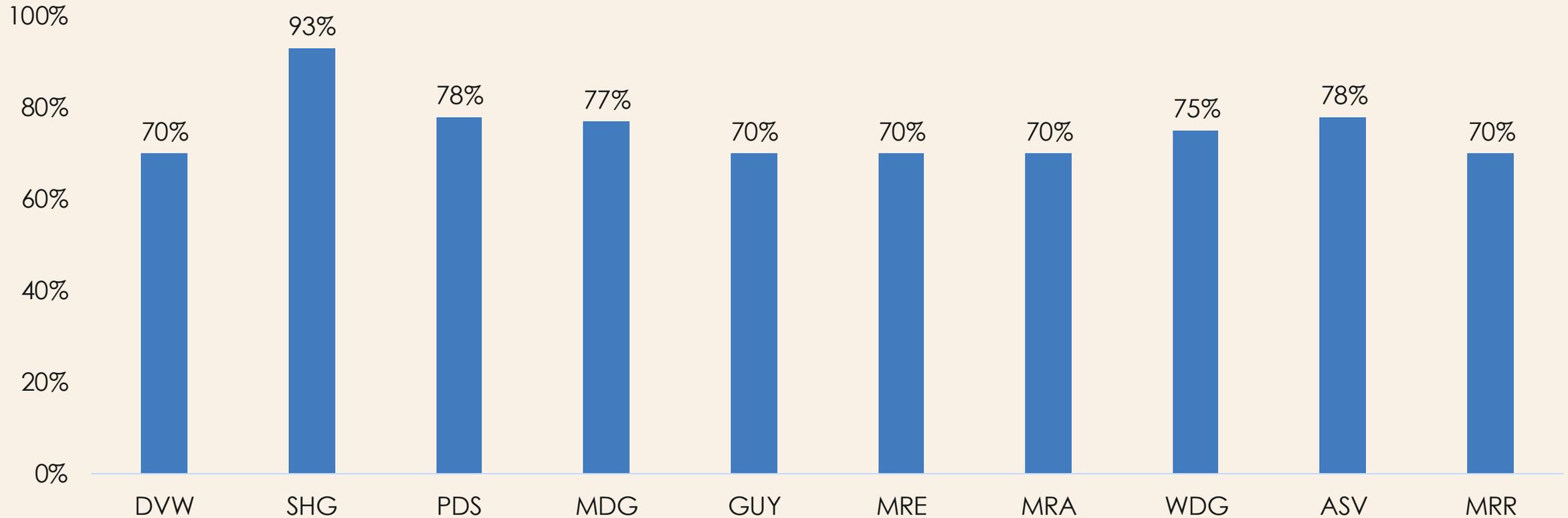


# of FO migrated  
% of FO migrated

# of FO migrated	44	69	46	19	16	15	15	9	3
% of FO migrated	44%	29%	19%	11%	9%	7%	7%	5%	2%

# ...while conversion rates in-line with brand averages

Conversion rate, by brand – NCS managed



# The 5 Principals of Customer Engagement



**First Call  
Resolution**



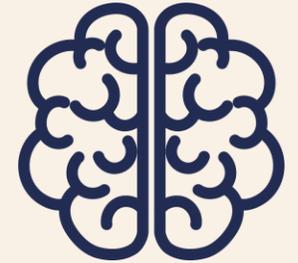
**Immediate  
Follow Up**



**Eliminate  
Friction**



**Measure  
Fanatically**



**Automate  
Smartly**

# The 5 Principals of Customer Engagement

## 1. Always Answer with First Call Resolution



### Why It Matters:

80% of first-time callers will not do business with you if their need is not resolved on their first attempt. Answering without providing first call resolution is the equivalent of letting the caller go to voicemail.

### Key Stats:

- **20% success rate** to contact a customer when they only have a message taken or go to voicemail.
- **90%+ first call resolution** is the industry standard for high-performing businesses.
- A **95%+ answer rate** is the industry standard for high-performing businesses.

# The 5 Principals of Customer Engagement

## 2. Immediate Follow Up



### Why It Matters:

Ability to contact and convert a customer dimensions with the passage of time for two reasons: (1) the person is **most available to answer** the call if you call them within 5 minutes of lead submission and (2) the **need** the person had when they submitted the lead is still **front of mind**.

### Key Stats:

- Businesses that **follow up within 5 minutes** are **21x more likely to convert** than those that wait even 30 minutes.
- It takes **6 attempts within 2 hours** to achieve >80% contact rate yet 44% of offices give up after one attempt and 30% never even make one attempt.
- **50% of leads** choose the business that follows up first.
- Texting is incrementally helpful but only achieves **1/3 the conversion** of a phone call.

# The 5 Principals of Customer Engagement

## 3. Eliminate Friction



### Why It Matters:

Customers always choose the path of least resistance — if your process feels complicated, slow, or frustrating, they'll move on. A smooth, effortless experience increases conversions, repeat business, and referrals. Making it easy to do business with you isn't just a perk — it's a competitive advantage.

### Key Stats:

- **88% of consumers** are more likely to return to a business that offers an effortless experience.
- **60% of customers** abandon a purchase if the process is too difficult.
- The average consumer expects **real-time scheduling, instant responses,** and **multiple ways to connect.**

# The 5 Principals of Customer Engagement

## 4. Measure Fanatically



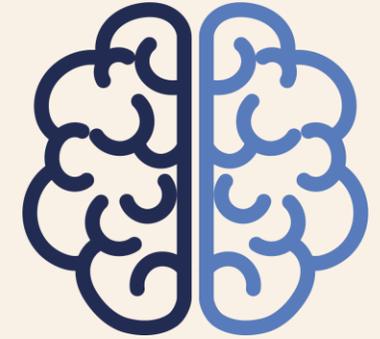
### Why It Matters:

Assumptions and customer requests can drive conversion — **in the wrong direction**. While understanding conversion rates is one piece to the puzzle, uncovering why a customer didn't convert is just as important.

### Key Stats:

- **8% increase in conversion rate** when call flow is optimized — acknowledge request, control call flow, gather information, value proposition, lead naturally to schedule.
- Appointment availability can **increase conversion rates by 4% to 18%**.
- Barriers to entry such as diagnostic fees and minimums can **decrease conversion rates by 9%**.

# The 5 Principals of Customer Engagement



## 5. Automate Smartly

### Why It Matters:

Automation should make customer interactions easier, not more frustrating. Striking the right balance between AI and human interaction improves efficiency, reduces costs, and enhances the customer experience — ensuring automation feels seamless, not robotic.

### Key Stats:

- **86% of customers** expect immediate responses, which AI can help deliver.
- Smart automation **increases efficiency by 30-40%** while boosting customer satisfaction
- Poor automation leads to frustration — **60% of customers** abandon brands after a bad chatbot experience.



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# Melissa Thomas

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**Three Locations with MRE:** Mr. Electric of Land O' Lakes, of Lakeland, & of Riverview

## 2025 YTD

Total Calls	553	
Qualified Leads	142	26%
<b>Scheduled Appointments</b>	<b>99</b>	<b>70%</b>
Date / Time Not Available	9	6%
Dispatch Fee / Minimum	26	18%
Would Like to Think About It	4	3%
Pricing Issue	4	3%



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# Terry Koubele

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**Two Locations with FSP:** Five Star Painting of Federal Way & of Tacoma

## 2025 YTD

Total Calls	169	
Qualified Leads	41	24%
<b>Scheduled Appointments</b>	<b>39</b>	<b>95%</b>
Date / Time Not Available	1	2%
Pricing Issue	1	2%

# Revenue boost from otherwise unanswered calls

Jan – Feb 2025 (Per FO, Per Month)				
	<b>MRA</b>	<b>ASV</b>	<b>MRE</b>	<b>MRR</b>
Appointments via NCS	40	15	10	42
Avg Order Value	\$275	\$1,414	\$1,400	\$1,248
Incremental Revenue	\$11,000	\$21,210	\$14,000	\$52,416
Annualized (x12)	\$132,000	\$254,520	\$168,000	\$628,992

- All brands went live with NCS in 2024.
- Revenue comes from capturing existing call volume that otherwise goes unanswered.
- Little to no incremental work for FO — jobs auto-schedule when ServiceTitan is used correctly.

\* Average order value for the entire brand, not orders booked by NCS

# Enhancement pilots deliver strong results, even in offseason

## Jan – Feb 2025 (Per FO, Per Month)

	WDG	MDG
Appointments via NCS	10	9
Avg Order Value	\$565	\$694
Incremental Revenue	\$5,650	\$6,246
Annualized (x12)	\$67,800	\$74,952

- WDG conversion rate understood to be equal to or better than local results.
- Actual monthly bookings is expected to double in peak season.

# The Future of AI in Customer Engagement

## Evolving AI call center market

- Current AI solutions streamline repetitive tasks, reduce wait times, and allow human agents to focus on value-additive interactions
- Enhances first-call resolution, boosts customer satisfaction, and lowers operational costs
- Moving toward a hybrid model, where humans focus on personalized support, while AI handles all other tasks (projected by 2026-2027)

## Implications for NCS

- NCS actively exploring potential strategic partnerships
- NCS to gradually deploy AI capabilities to further dominate the end-to-end customer experience end to end
- AI Voice implementation and adoption will be guided by KPIs like conversion rates and customer satisfaction

# The Next 3 Things You Need To Do Now

**1. Connect with NCS and review your answer rate**

**2. Review the NCS ROI Calculator**

**3. Answer + Convert + Drive Revenue**

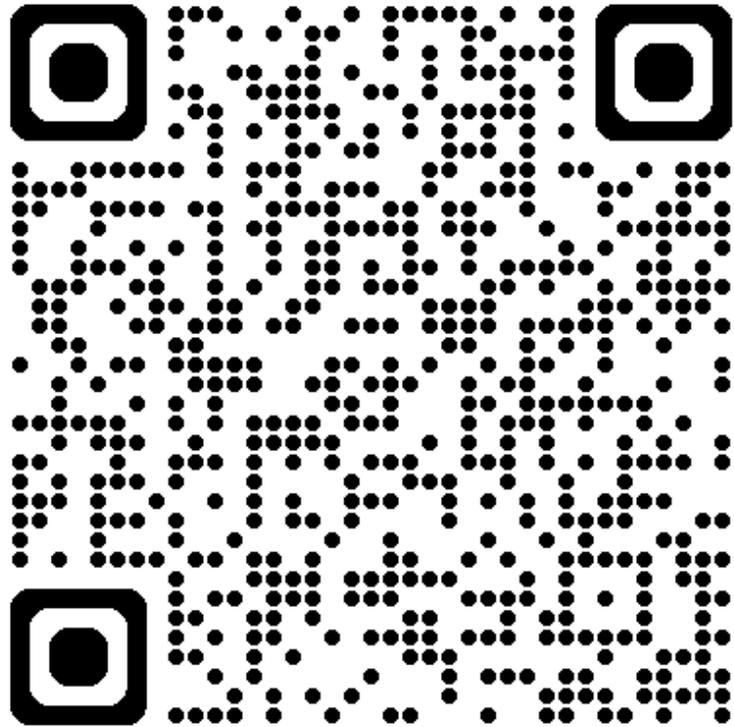
# Next Steps

**Don't let missed calls turn into lost revenue!  
Connect with the NCS team to boost your answer  
rate, capture more opportunities, and maximize  
your growth and profitability.**

**[neighborlycustomersolutions@nbly.com](mailto:neighborlycustomersolutions@nbly.com)**



# Unlocking Growth Webinar Recordings and Resources



# Survey



**Thank You**