

LiveSwitch



Case Study

Sod Smith Uses LiveSwitch Contact to Replace On-Site Estimates

liveswitch.com

Client

Sod Smith, LLC



S O D S M I T H



Sod Smith, LLC

Sod Smith is a Minnesota based residential sod installation company. Founded by Kaleb Smith, their team's success is attributed to adoption of new technologies, focus on customer experience, and creating an internal culture of excellence.

“Liveswitch has been a game changer. Out of all the software we’ve deployed to run our business, it’s been the fastest time-to-value implementation.”

Kaleb Smith | Founder of Sod Smith

The Challenge

The Sod Smith team found they were spending large amounts of time in their day traveling to and from estimates. While having estimates scheduled was positive, the time, fuel, and money wasted commuting across town to various homes became inefficient. They also found that during peak summer months, they could have taken on more estimates during the day, instead of spending that time in a truck.

The Solution

The Sod Smith team adopted LiveSwitch Contact as a method to conduct video estimates with potential clients. By texting a video link, their team could automatically connect with potential clients over live video and conduct the estimate in minutes. Plus, if the client was not home or available they were also able to request on-demand videos using that same texted link. The Sod Smith team has found LiveSwitch Contact helpful to stay in touch with existing customers and win repeat business or referrals.

The Results

- ✓ Saved 4 hours of drive time and \$200+ in fuel the first afternoon.
- ✓ Replaced the majority of on-site estimates with video.
- ✓ Saw an increase in 5-star reviews from customers.