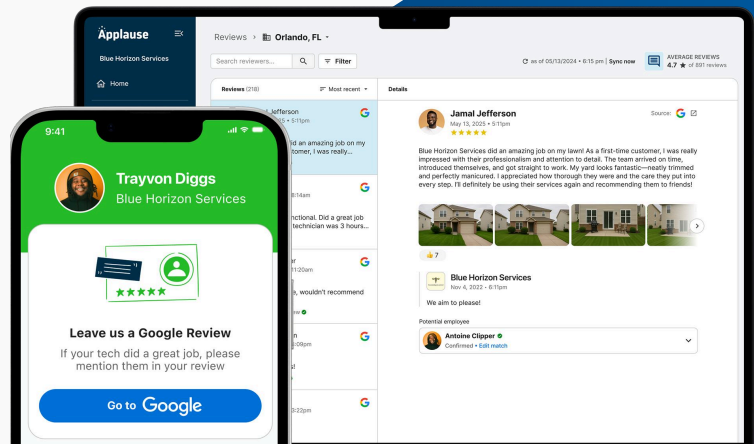




How Switching to Applause Boosted Review Responses by 533%



Challenge

Since 1986, Quality All-Care Lawn Services has delivered top-notch lawn care and exceptional service throughout the Greater Kansas City area. To spread the word about their services, they used ReviewBot, a tool for soliciting customer reviews. While ReviewBot helped them stay competitive, they were limited to manual email blasts, meaning customers didn't always receive requests directly after their service—when it was still fresh on their minds. When ReviewBot announced it would be discontinuing its services, they needed a fast, reliable solution to maintain customer feedback.

Solution

Quality All-Care Lawn Services chose Applause for its seamless integration with RealGreen, which allowed them to automatically send review requests immediately after each service—replacing the manual and inconsistent process they had before. Within two weeks, they were up and running with a steady, reliable flow of real-time reviews that truly matched the high volume of customers they served.

Results



Boosted review response rate

Increased review response rate from 3% to 19%, a 533% improvement.



Increased Google reviews by 36%

In two weeks, total reviews went from 375 to 510 Google reviews, while maintaining a 4.9 rating.



Fully implemented in two weeks

Fully implemented Applause within two weeks, thanks to seamless integration with RealGreen.



Getting started with Applause was easier than we expected. Since switching, we've seen a huge boost in customer reviews—our response rate went from 3% to 19% in just two weeks! The integration with RealGreen made the setup quick, and our team loves seeing more reviews come in after every service. It's been a great experience for us.



Don Botts

Owner

Quality All-Care Lawn Services