



Solutions at Scale:
Harnessing Service
Assistant
Technology to
Reduce Churn and
Improve Loyalty

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- **Solutions at Scale**

Harnessing Service Assistant Technology to Reduce Churn & Improve Loyalty

- *For current WorkWave users ready to unlock more value*

Beth Berry, Vice President Sales

Advanced Turf Solutions



I have spent over 4 decades in senior leadership positions in the lawn care industry both at start-ups, enterprise companies such as Scotts Miracle-Gro, Real Green Software and Advanced Turf Solutions/Steel Green

At Scotts I managed 45 inbound call centers and analyzed 20,000 inbound customer calls a day for 16 years – **that's 85M inbound lawn care customer service phone calls** and doesn't include sales

At Real Green for 8 years, I aggregated lawn care service call, satisfaction and customer data for 2,000 of the top lawn care companies and over 7M residential lawns. **That's 56M lawn care business owner insights**

What have you been up to?



How is customer satisfaction measured?

- Retention
- Service Calls
- Payment Timeliness
- Referrals
- Customer Satisfaction Surveys -
NPS

It hasn't changed in 40 years!



Why do your customers cancel?

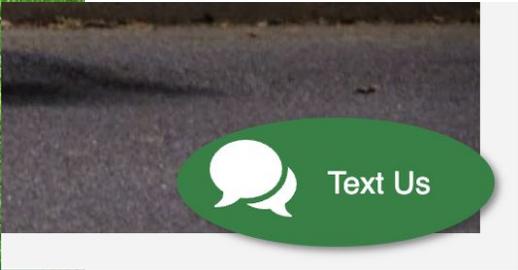
- Results
- Poor Service
- Price
- Environmental Concerns
- Moving
- Weather Conditions

It hasn't changed in 40 years either!



The Silver Bullet to Lawn Care Retention: Control Weeds

The best marketing campaign of all time

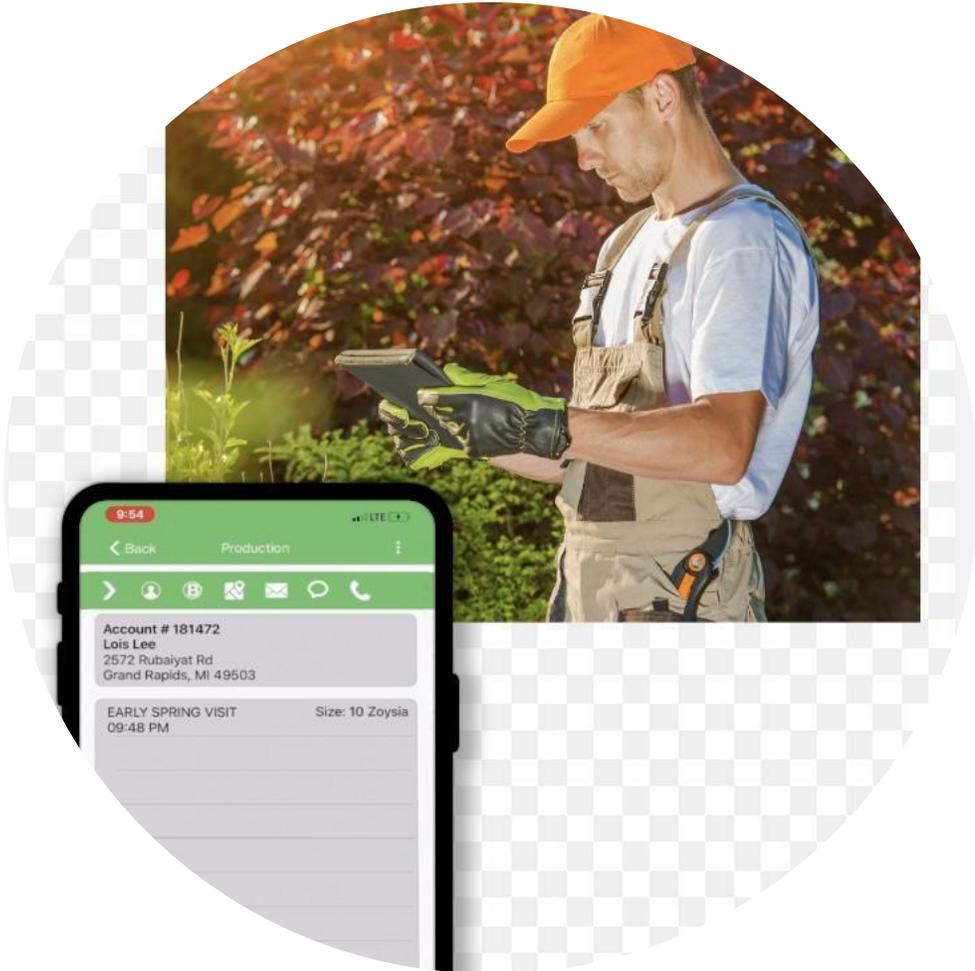


#3 Reason Lawn Technicians Turnover

“Awkward agronomic question I can't answer from a customer”



Technician Roles and Responsibilities



- Safe driver
- Physical ability to complete the work
- Safely mix and use products
- Customer communication skills
- **ACCURATELY RECORD APPLICATION DATA**



A Cocklebur



B Purslane



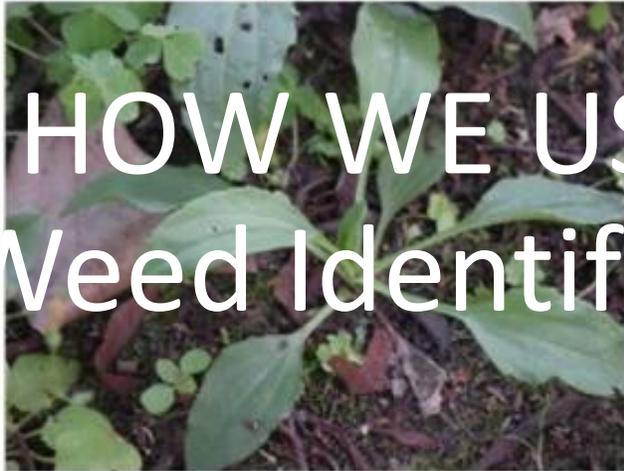
C Green foxtail



D Pigweed



E Viola



F Plantain



G Velvetleaf



H Bidens



I Black nightshade



J Field thistle



K Horseweed



L Alligatorweed

HOW WE USED TO DO IT
Weed Identification Guides

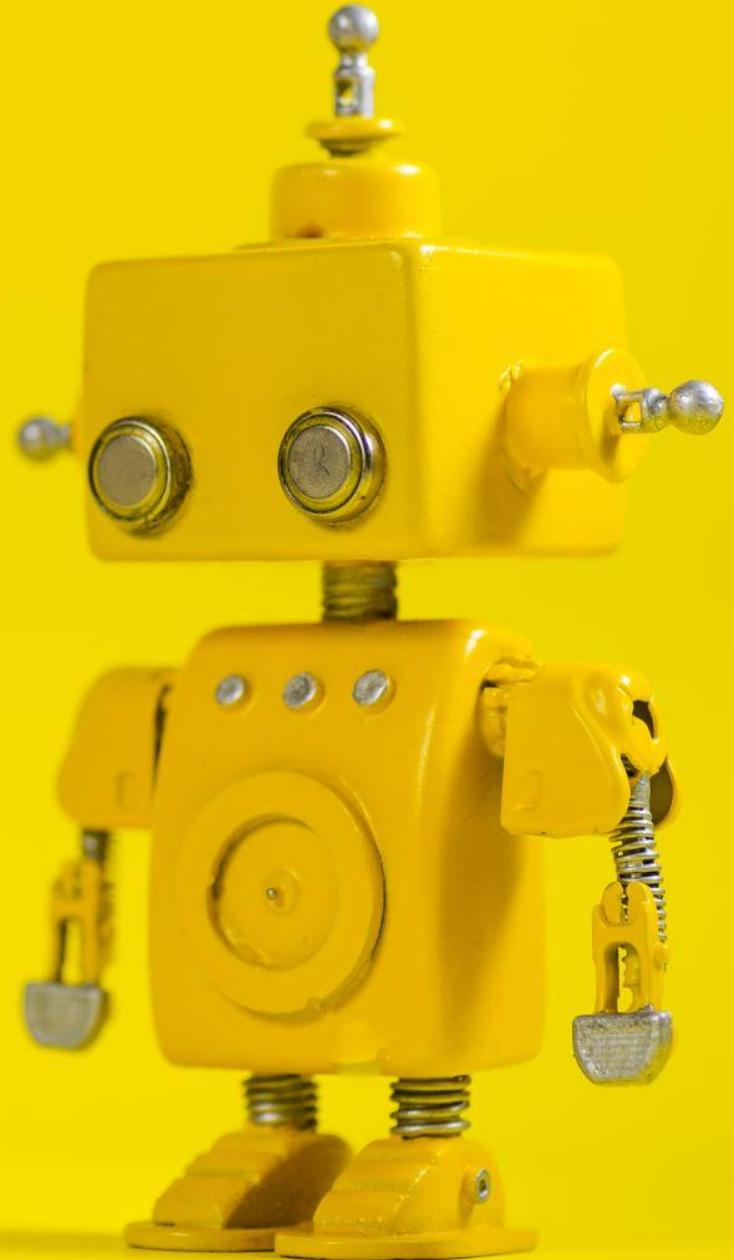


How does Service Assistant *assist* your most important customers?



HOW WE DO IT NOW

**Artificial
Intelligence +
Service Assistant
software for the
Ultimate
Satisfaction and
Retention Plan**



**Google Lens -
it's on every
smart phone**



Open Google Lens and Capture Target Weed





Voila!

Canada Thistle | Minnesota Department of Agriculture

Visit >

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Share

Save



 GROW (Getting Rid of Wee...
Canada Thistle - Getting ...



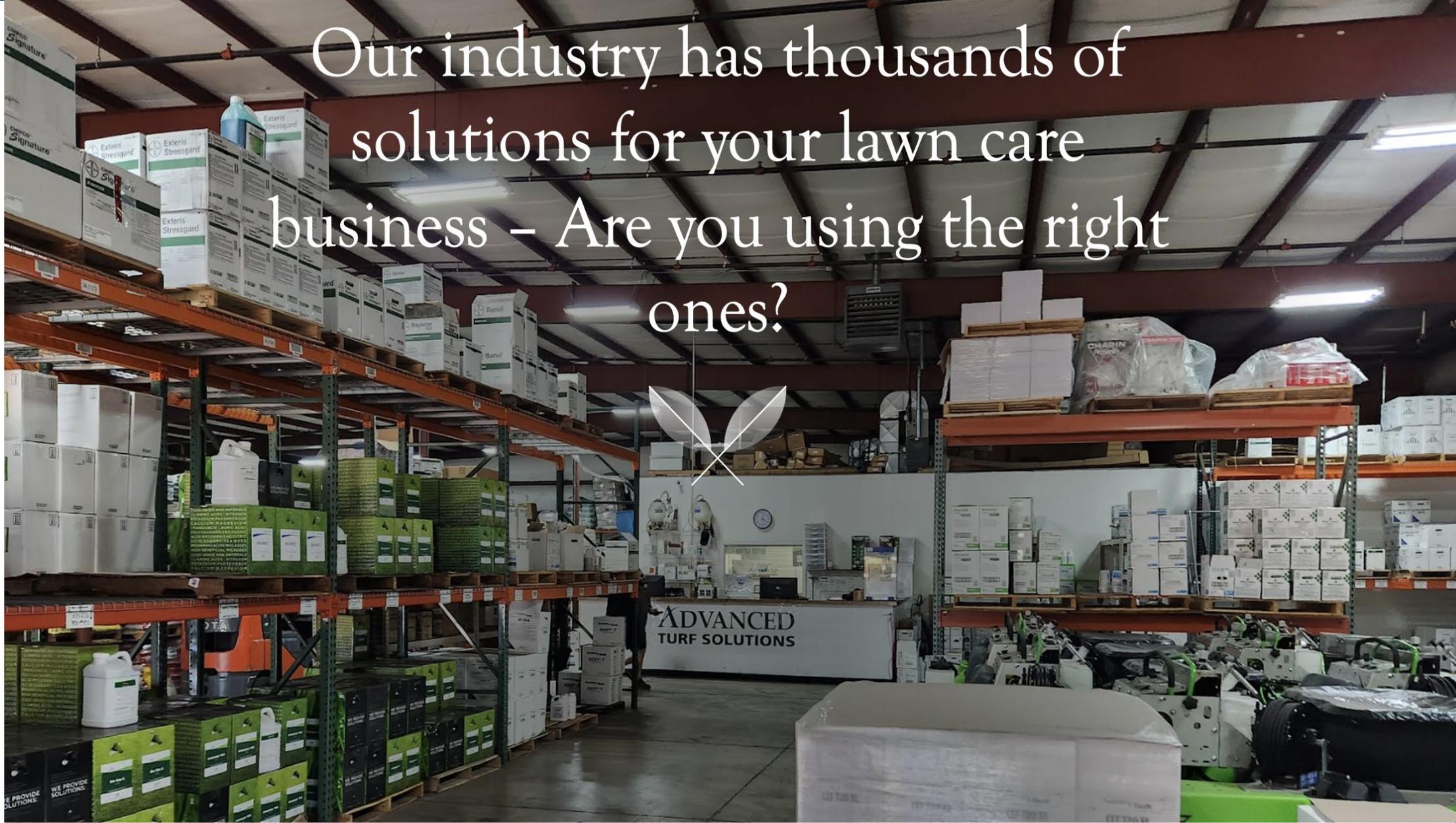
 Invasive Species Council o...
Canada thistle - Invasive ...



 The Horse
Weed of the Month: Cana...



Our industry has thousands of solutions for your lawn care business – Are you using the right ones?



Record the data in Service Assistant!

Customer Details

9 - Active SC - Service Call

Status: 9 - Active Completed:

Year: 2023 Call Ahead: Select...

Billing Type: Regular / Invoice Source: * EC - Existing Customer

Route: * 01 - Route 1 Temp Route: * 01 - Route 1

Day Code: 1 Temp Day Code: 1

Sequence: 0 Temp Sequence: 0

PO #: Last Price Increase: 10/24/2023

Last Served: Hold Reason: Select...

Hold Start Date: Hold End Date:

Scheduling

Done: 0 of 1 Times

Max: 1 Locked

Days: Nothing selected

Repeats: None

Start On: 10/24/2023 End On: 12/31/2023

Program Notes [Copy Notes](#)

Tech. Notes: Cust. Notes:

Exp. Date: Exp. Date:

Services [Show All Details](#)

Size: 23.0000 1000 Sq. Feet Difficulty: 1.00 Service Price: 0.00

Average Man Hours: Discount: Select Discount... Total Amount: \$0.00

#	Description	Extra Descripti...	Status	Size	Renewal Si...	Price	Renewal Pri...	Discount	Production Val...	Scheduled Date	Scheduled Time	Start Aft...	End Befo...	Promis...	Done Date	Call Ahea
1.	SC - Service Call		Y - Do every year	23.0000	23.0000	0.00	0.00	-No Discount-	0.00	10/24/2023				<input type="checkbox"/>		Select...

Invoice No.: Posted: Paid: Full Charge \$0.00

Assigned To: Completed By: Prepaid: Reversed: Subtotal \$0.00

Man Hours: Estimated Man Hours: 00:00 Difference (Man Hours): Tax \$0.00

Pre-Conditions: Associations: Net Amount \$0.00

Service Technician Notes: (Copy) Service Customer Notes:

Exp. Date: Exp. Date:

Specificity Matters

CC - Clover

Hi CS - Lawn Cut Too Short

CW - Cutworms

DA - Dandelions

DB - Dull Mower Blades

Si DD - Dog Damage

DG - Dallisgrass

Ar DL - Dollar Spot

DS - Drought Stress

DT - Spoke To Daughter

FA - Fire Ants Present

FR - Fairy Ring

GC - Good Color

...

8066 Wayne
421 Village View Ln
Longwood FL 32778

1



HOME PHONE: (407) 294-5299
WORK PHONE: (407) 294-5223
PRINTED: 02/15/10 JJO

APPOINTMENT DATE: 02/15/10
APPOINTMENT: 02/15/10
JOB: Joe Olson

Directions	Scheduled Programs	Today's Services	Sold By	Price	Customer And Service Notes
IN SADAJ POINT	FL-H01111111111111111111 FS-H01111111111111111111	FL2 Early Spring Lawn FS2 Early Spring Shrub	JJO	40.00 39.00	ADJ. ON RIGHT SIDE WAS YELLOWING. APPLIED IRON & GRAM. SEE INVOICE FOR MORE INFO. 2108 SPL 34 RESPRAY FOR WEEDS FRONT SIDES ONLY IN 10 DAYS 48 irrigation to full sun one side drying or getting them 1008 NEW SOOD IN BACK AND SOME IN FRONT LOOKS DEAD ON DYING. DROUGHT LTR 808 SAWY. CHIRCH BUGS, BARE SPOTS, DRY SPOTS. ADJLEAS LOOK BETTER AND LEFT GAUGES 1028 DRY AREAS, BWEED, HAWKSBEAR, THIRPS ON LOGS, BARE SPOTS, TY MRS @ WEEDS/WR 1208 BFF BT GD. JRY LTR. AYNDS ON HERSCHE HYVNSBEARD BRED THIRPS
Map ACT1-36	Scheduled Expenses	Total	After Adj.	Tax	Net
		90.00	90.00	0.00	90.00

2

4

3

5

6

7

8

Harness the power of the best software in the industry to share your results with your customers

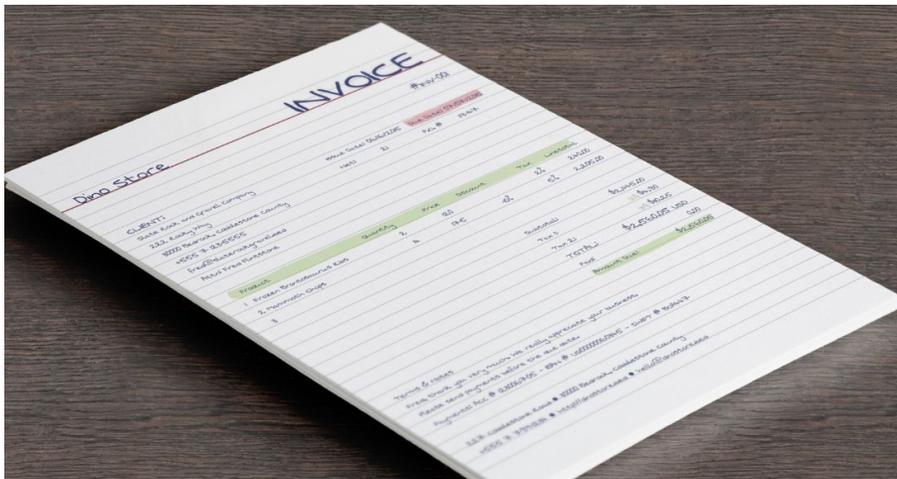
Which After Service Visit Email sounds more professional?

“I treated your weeds today with weed control. Call us if you still have a problem.”

OR

“Mrs. Johnson,

The weed you notified us about behind your porch is Dallisgrass. It is difficult to control, but I applied a premium herbicide – Specticle Flo today and the weed growth will immediately cease. This product is odor free, does not stain and you will notice plant death in about 7 days. Please notify our office immediately if the weeds persist and I will make a note on your account to keep an eye on this area for my next visit.”



Details matter when communicating with customers

Train every associate
how to set expectations
about weed control
performance

“You guys were out here
yesterday afternoon, and the
weeds aren’t dead”

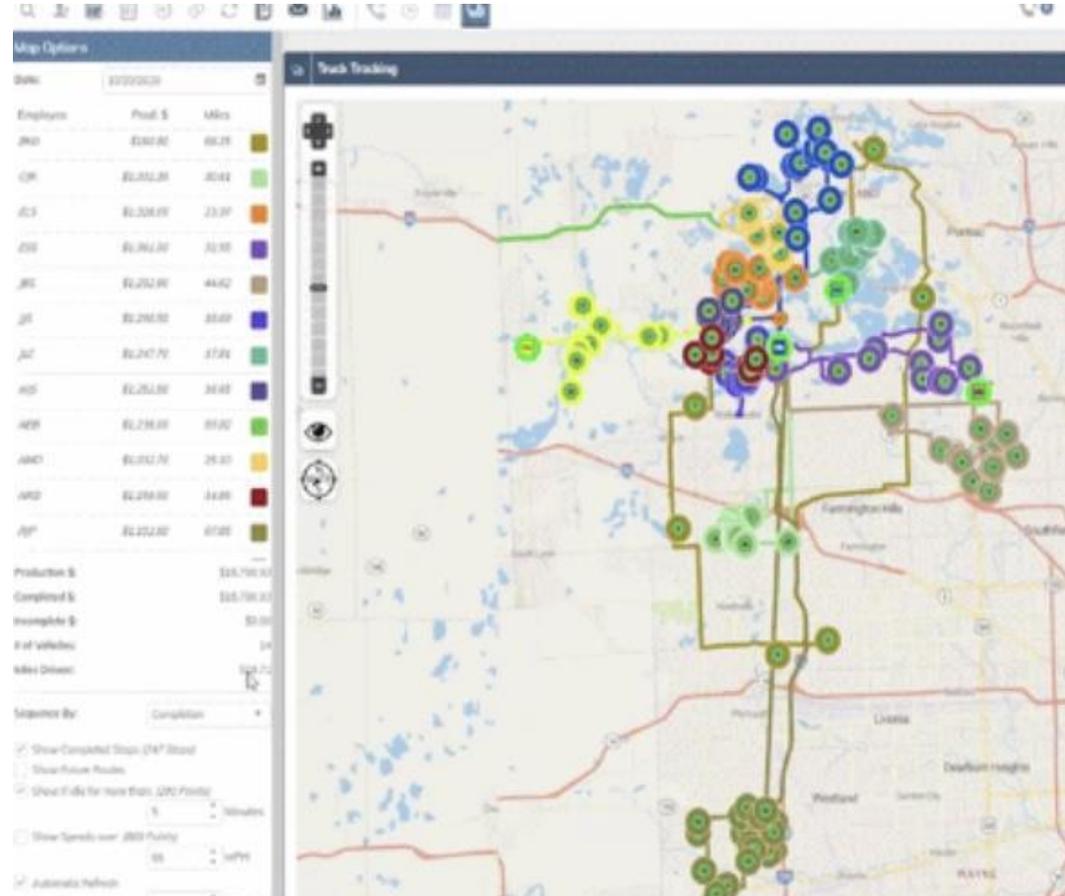


Aggregate Service Assistant Data with Control Products

	A	B	C	D	E	F	
1	Product Quality Assurance Tracker				Comparison >		
2	Service Calls						
3	▼ Count					▼ Product Used and Rate	▼ Application Date Range
4	Dallisgrass						
5	Poa Annua						
6	Spotted Spurge						
7	Dandelions						
8	Mosquito						
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							

Navigation: APPLICATIONS | COMPARISONS | +

Track Service Call and Cancel Data Geographically.



**Pattern
recognition is
everything**

Imagine this conversation in 12 months

2026 Data

489 service calls for Kylinga

24 follow up service calls 14 days post when Specticle Flo applied properly

18 cancels for customers with Kylinga service calls



Our industry leaders are counting on us!



Connecting the Info for Service Delivery



WHAT IS OPTI-RATE™?

The Steel Green Opti-Rate™ System delivers precise, consistent spraying with automatic nozzle pulsing, turn compensation, and real-time feedback. Built for ease of use and efficiency, it helps you reduce waste, spray at variable speeds, and get more done without the guesswork. Opti-Rate is available on new machines or as a retrofit for existing units. Retrofits must be completed at the factory.



CHEMICAL SAVINGS –

Opti-Rate™ adjusts output based on speed and turn radius, minimizing over-application and reducing chemical waste.



TURN COMPENSATION –

The system automatically increases output on the outside nozzles and decreases it on the inside during turns to ensure even coverage.



EASE OF OPERATION –

Designed with simplicity in mind, the system runs in the background so the operator can focus on driving without navigating complex menus.



OPERATOR FEEDBACK –

Real-time nozzle-by-nozzle output bars and key application data on the main screen keep the operator informed and in control.



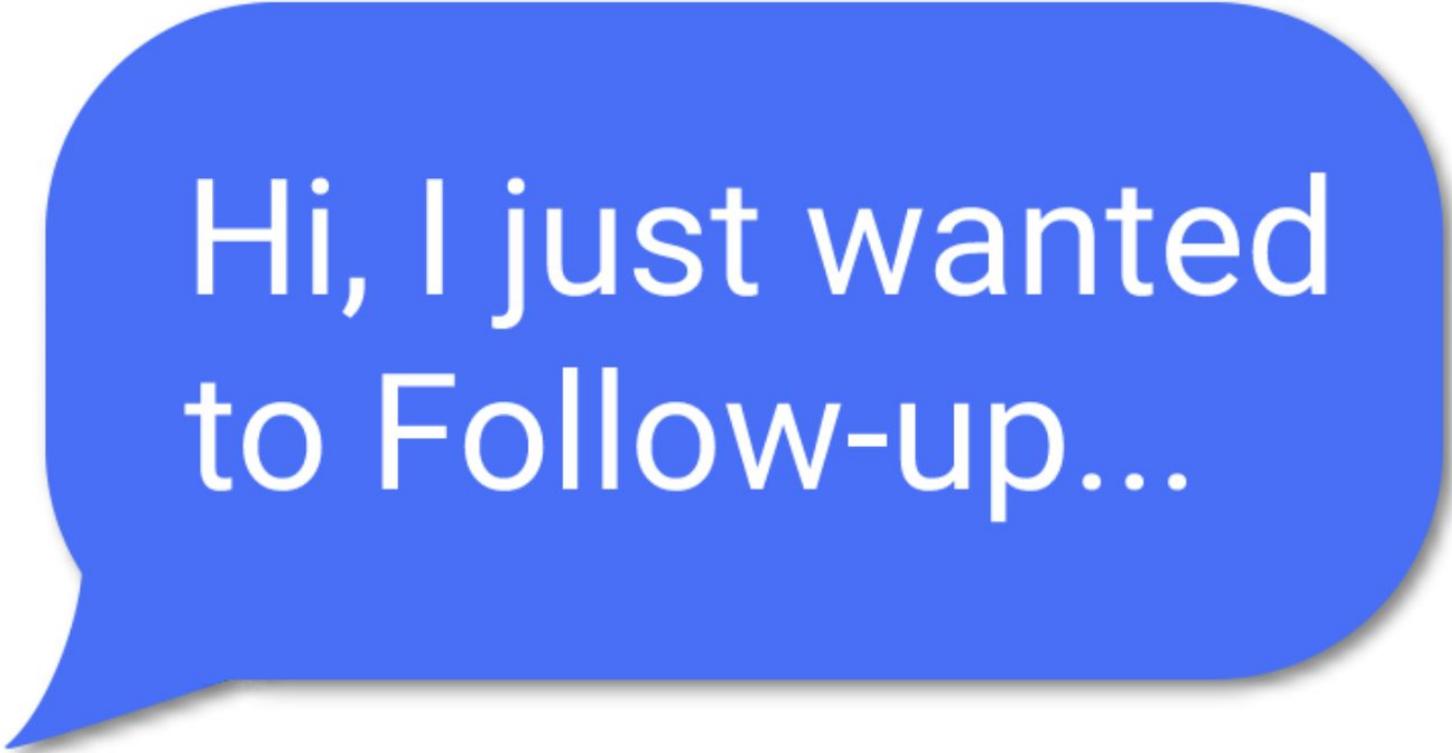
APPLICATION CONSISTENCY –

By decoupling pressure from rate control, the system maintains a precise application rate across varied speeds and property sizes.

Scan the QR code to learn more and see Opti-Rate in action!



YOU need to follow-up!



Hi, I just wanted
to Follow-up...



Ensure your sales team sets proper expectations

“Mrs. Thomas, we will give you a golf course quality, weed free lawn!”

An overlooked tool that absolutely improves the quality of your customer's lawns



Past Due accounts become non-existent

Retention increases over 30%

Customers get serviced on time because they never go on financial hold

Tighter routing because you don't have "run-arounds" or going back to the same neighborhood 5x because some accounts were on hold saving you gas and time

Turf results are improved because of timely visits

The Retention Opportunity Inside Service Assistant

- **The Retention Opportunity Inside Service Assistant**
- WorkWave is more than operations software — it's a **customer experience platform**.
- When used fully, it helps you:
 - Spot churn risk early
 - Deliver more consistent service
 - Automate customer engagement
 - Remove payment and scheduling friction
 - Build long-term loyalty at scale

Use Your Data to Predict Churn

Move from reactive to proactive

- **What to leverage:**

- Reporting & analytics dashboards
- Service frequency and job completion trends
- Billing and payment behavior
- Customer interaction history

How it helps:

- Identify customers showing early warning signs
- Prioritize outreach before cancellations happen
- Focus retention efforts where they matter most

Create a Seamless Customer Experience

Every interaction should feel informed and effortless

Creating “Gold Standard” parameters ensures:

- Centralize customer records (service, billing, communication)
- Reduce handoffs between teams
- Ensure office staff and technicians see the same information
- **Customer impact:**
 - Faster issue resolution
 - Fewer mistakes
 - Increased retention

Automate Engagement (Without Losing the Human Touch)

- **Stay visible without extra manual work**
- **Examples of automation to activate:**
 - Appointment reminders
 - Follow-ups after service
 - Renewal or seasonal reminders
 - Re-engagement campaigns for inactive customers
- **Why this reduces churn:**
 - Customers don't forget your value
 - Small touchpoints prevent silent disengagement
 - Consistency builds trust

Remove Billing & Payment Friction for customers while reducing A/R

Make it easy to remain off hold and maximize service schedule. Capabilities to fully utilize:

- Autopay and recurring billing
- Stored payment methods
- Automated invoices and receipts
- Fewer failed payments through account updates
- **Result:**
- Less involuntary churn
- More predictable revenue
- Fewer customer complaints about billing

Empower Your Field Teams and reduce technician turnover

Loyalty is often won (or lost) in the field by the face of your company – the technician

- **Ensure technicians are proficient:**
- Customer history and preferences
- Job notes, condition codes and special instructions
- Optimized routing and scheduling

What customers notice:

- On-time arrivals
- More personalized service – always include “I noticed . . .”
- Fewer repeat issues

Measure, Benchmark, Improve

Retention is a process, not a one-time fix

- **Track, report and analyze at least monthly:**
- Churn and renewal rates
- Service consistency
- Payment success rates – customers vote with their pocketbook
- Customer feedback trends

Use benchmarks to:

- Spot gaps before customers do
- Set realistic improvement goals
- Align teams around shared KPIs

Putting It All Together

A Scalable Retention Framework

1. **See the signals** (favorite reports, data & analytics)
2. **Act automatically** (Automated RealGreen marketing)
3. **Deliver consistently** (operations & field teams)
4. **Improve continuously** (benchmarking & feedback)

Session Feedback

- Login to the Event Mobile App
- Add this session to your schedule
- Click Survey
- Give it a rating of 5 stars!!

Questions? Let's keep in touch!

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