

## CUSTOMER SUCCESS STORY:



BRANDON  
**Rushing**  
LAWN & GARDEN CARE



## How Brandon Rushing Lawn & Garden Care Stays One Step Ahead and Boosts Revenue with Slingshot

### About Brandon Rushing Lawn & Garden Care

**Services Provided:** Brandon Rushing utilizes Slingshot to help with CSR coverage during busy calling times, after hours and weekends.

**Founded:** 1995

**Areas Served:** Fairfax County, Arlington County and Alexandria City, Virginia

**WorkWave Products:** Slingshot Answering Service

Brandon Rushing Lawn & Garden Care offers a full suite of lawn and garden services for every season, focusing specifically on residential maintenance. From soil testing and analysis to fall lawn recovery, to hard surface vegetation management to lawn treatments and so much more, Rushing and his expert team have perfected their maintenance program over the past 25 years. Their lawn care program includes everything customers need for beautiful and healthy turf, all year long.



“Slingshot is an extension of our sales team.”

Brandon Rushing, Owner, Brandon Rushing Lawn & Garden Care

# The Challenge

Rushing always thought his team could handle everything in-house. But when he noticed how long they were spending checking voicemails and missed calls, he realized that he was missing out on too many new leads and opportunities. His CSR and sales team were limited to answering calls, handling website forms, making outbound calls, and retrieving leads from other channels *only from 8AM-5PM, Monday-Friday*. Their largest struggle was in the mornings, especially Monday mornings after a nice weather weekend — that's when they'd get their largest uptick in calls and voicemails, which led to a morning bottleneck while inbound calls were pouring in at the same time.

It was also difficult to provide an excellent customer experience because there simply weren't enough hours in the day to serve everyone. In today's business climate, customers hop from one company to the next in just a few scrolls or clicks, so Rushing was concerned about his business's limitations.

All challenges aside, Rushing's business was still doing well. But as a business owner, his mind was focused on how he could sustain and scale for the best results. He knew that finding the right solution to these challenges would enable the company to reach an entirely new level of success.

## The Solution

Rushing's colleague, a fellow lawn business owner who had similar challenges, suggested that Rushing check out Slingshot because of how much it helped him overcome the bottlenecks in his business. Rushing was skeptical at first because he always preferred to hire in-house staff. But with constantly changing seasonal work volumes, he realized it would be more cost-effective to have as-needed and flexible coverage like Slingshot — and it definitely was.

Rushing told us that initially, his clients were surprised and delighted to never have to wait on hold or get their concerns resolved faster than usual. The positive response was immediate, since people want and expect to receive information fast. People want to buy when they are ready, and Slingshot enables them to stay on top of that initiative.

He and his team also find value using the Slingshot dashboard, as it's very intuitive and user-friendly. They like how simple it is for anybody to access, log in and work from. They also utilize the ability to listen to previous phone calls to keep a pulse on what their customers and prospects are saying. Slingshot is essentially an extension of Brandon Rushing's sales team because anyone can log in, see client information, get in touch and close the deal.



## The Solution, Continued

Now, Rushing can say with confidence that his company provides a dedicated support team available 24/7 who can take calls, access customer information, proactively communicate with customers and be available to answer any questions without needing to wait for a callback. They no longer hear the dreaded “we left a message” or “we didn’t hear back from anyone” from customers, and they’ve grown by 10-15% per year on average over the past 3 years. Slingshot has been extremely valuable in creating upward company growth, positive customer reviews, and peace of mind for Brandon Rushing and his staff. In the last 2 years alone, Slingshot has helped Rushing with over 2,500 total interactions that would have otherwise been sent to voicemail or missed altogether.

“**Slingshot exceeded our expectations, and at a fair cost for flexibility versus hiring and managing another staff member.**”

Brandon Rushing, Owner, Brandon Rushing Lawn & Garden Care



## The Results



10-15% growth per year over the past 3 years



Additional revenue and a better client experience



Captured over 2,500 interactions in 2 years



An extended sales team for busy times, without needing to hire additional staff

Send an email to [sales@getslingshot.com](mailto:sales@getslingshot.com) or give us a call at **(800) 514-7360** to learn more!