

CUSTOMER SUCCESS STORY:



Case Study: Velvet Green Organic Lawn Care

About Velvet Green Organic Lawn Care

Services Provided: Organic lawn care

Areas Served: Wakefield, MA

WorkWave Products: RealGreen SA5 and Slingshot

Based in Wakefield, MA, Velvet Green Organic has been focused on providing customers with healthy, green and sustainable lawns for over six years. With extensive knowledge in lawn science, they use high-quality organic-based fertilizers and microorganisms to create structure in the soil for lawns to grow. The company has grown from 250 customers in 2019 to over 850 customers this year, with plans of reaching 1,000+ this coming year — attributing much of their growth to RealGreen and Slingshot.



“When you have Slingshot, you can go to the sales call and not be overwhelmed with voicemails when you get back to the office, because someone will pick up the phone and gather all the information we need.”

Tom Johnson, Business Operations Manager

Slingshot & RealGreen Reps Meet With Velvet Green

WorkWave representatives from Slingshot and RealGreen had the exciting opportunity to meet with Tom Johnson of Velvet Green to discuss the company's experience with RealGreen SA5 and, more recently, Slingshot. In order for you to get the most out of this impactful discussion, we've broken down the case study into a question-and-answer format. Enjoy!

WorkWave: What challenges were you seeing in your business that made you choose RealGreen and then later bring Slingshot into the picture?

Velvet Green: Originally, we were running the business using several platforms for scheduling, financing, customer service and more. It became very challenging to juggle everything; we needed to have a system that housed all of our business needs — and that's where RealGreen SA5 came in. In terms of Slingshot, with the influx of calls during busy hours, we were missing a lot of opportunities for new sales, but it was too costly to hire a full body to work full-time in the office.

WorkWave: Have you seen growth, and how are you liking Slingshot so far?

Velvet Green: For the busy season, Slingshot was an enormous help. Back in the day, I'd come back from working in the field to find 15-20 voicemails from customers requesting quotes, information, callbacks, etc. Now with Slingshot, I come back, and all the callers that would have gone to voicemail were taken care of properly, with notes added to each customer's specific account directly in the RealGreen system. It's saved time, everything is more efficient and it's helped us grow our business faster.

“Our rule of thumb is: if you treat your customers right, they will come back next season. RealGreen and Slingshot make it possible for us to do this.”

Tim McWhirter, Owner & President

WorkWave: If you had to choose one specific feature that brings Velvet Green the most value, which would it be?

Velvet Green: The Slingshot CSR agents being able to get into SA5 has been the most valuable for us. They aren't just taking notes and sending us email notifications so we can handle them; agents can look customers up and input notes from calls directly into their accounts in SA5, which makes it easier to keep track of every customer and improve customer service.



WorkWave: Would you say you can attribute any of your growth to RealGreen or Slingshot in the past few years?

Velvet Green: Yes, both have been vital to Velvet Green's growth. RealGreen has been especially helpful with organizing and maintaining all aspects of the business. Keeping notes, payments and other customer activity in one place fosters the impeccable customer service we strive for. And having Slingshot feels like having a dedicated team in the office (without actually being there), backing us up when we aren't available to get to the phone, gathering all of the phone numbers, emails, and notes from customers and potential customers.

WorkWave: Has Slingshot helped you gain more customers and increase sales? And what aspect of Slingshot has helped the most in this area?

Velvet Green: Slingshot has definitely contributed to our growth and new sales. One of our biggest priorities has always been that when a customer or potential customer calls, there should always be someone to answer the phone. We were missing a lot of sales just from playing phone tag. I can go out and make more sales because I'm confident that the customer's calls are taken care of.

“Being able to have a new or potential customer reach us at 7PM on a Saturday is huge. Having Slingshot answer that call proves to our customers that we truly care, and it differentiates us from any other company out there.”

Tim McWhirter, Owner & President

WorkWave: How do you use the time and money saved from having Slingshot? Some of our clients tell us they put more towards marketing. What about you?

Velvet Green: We've been putting our money towards our techs, actually. For marketing, we're going to be using WorkWave's Coalmarch. Our goal is definitely to allocate funds toward things that will help us continue to grow in the long run, since we won't need to spend money on a receptionist to answer the phones, for example, when they aren't available 24/7, anyway.

WorkWave: How has Slingshot helped alleviate some of the stress of current labor shortages?

Velvet Green: Slingshot and RealGreen have made it possible for us to take our time finding top-quality employees that align with our company values, and we can be more in tune with our current employees and their needs. We also use WorkWave's User Conference to connect and network with other workers in the industry, which, in the past, has given us opportunities to collaborate and find excellent talent.



Slingshot & RealGreen Reps Meet With Velvet Green, Continued

WorkWave: Have you seen a positive ROI from implementing Slingshot?

Velvet Green: A lot of companies use Slingshot very differently. Some have Slingshot answer their phones to make sales, but we purely use it for customer service. Slingshot makes it possible for me to go out and close more sales while they gather information from customers and potential customers.

WorkWave: How many people would you need to hire if you didn't have RealGreen and Slingshot?

Velvet Green: At least one full-time person and one part-time employee.

WorkWave: What would you say to someone who was considering RealGreen and Slingshot to incentivize them to sign on?

Velvet Green: We've sat down with a bunch of landscapers and irrigation companies in our area to introduce them to RealGreen. They're stressed, working 80 hours/week in the busy season, and we tell them that this system can help them manage their business a lot better. Many of them are hesitant because they are older, not as familiar with technology and simply don't want to change.

It's one of those things — you need to take the jump. Otherwise, you'll be doing the same thing 'til you retire (if you even make it to that). The learning curve for us was tricky for the first few months, but we are so much better off now that we have the system in our hands.



The Results



Grown from 250 customers in 2019 to 850+ customers in 2022 with plans of reaching 1,000+ in 2023 — attributing much of this growth to RealGreen and Slingshot



Went from having 15-20 voicemails on a Monday morning to zero



Increased sales, customer satisfaction and employee retention

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