



Case Study: GrassRoots Turf

About GrassRoots Turf

GrassRoots Turf is a family-owned and operated lawn and landscaping company offering a full suite of lawn services. They pride themselves on establishing personal relationships with their clients and leveraging technology to move their business forward and set them apart. Since starting the company in Georgia, GrassRoots Turf has grown into a successful franchise organization with branches across many of the southern states.

Services Provided

Weed control, tree and shrub care, liquid aeration, mosquito control and more

Founded

2002

Areas Served

Franchising in Alabama, Georgia, Louisiana, Mississippi, North Carolina, South Carolina

WorkWave Products

RealGreen & Slingshot



“With Slingshot, we’re now able to offer 24/7 customer service and therefore have improved our overall customer experience.”

Josh Wise, Founder of GrassRoots Turf

The Challenge

Josh Wise, the owner of GrassRoots Turf, faced several challenges before partnering with Slingshot to help with their customer management and sales. One of the primary challenges was managing a call center across different time zones while handling various grass types. It became even more challenging when staff called out sick and calls from customers went unanswered. Wise was worried about franchisees not being taken care of and losing business due to missed calls.

Another issue that Wise faced was the inability to hold meetings with his staff without worrying about missing important customer calls. He would sometimes have to cancel meetings or interrupt them to answer calls, which impacted the productivity of his team.

GrassRoots Turf also faced challenges in managing their Google My Business page, which listed their hours as Monday through Friday, 8 to 5. This created problems during busy seasons when additional staff was required, and it was difficult to maintain the same level of service.

Not only was it too expensive to hire additional staff, but there was constant pressure to make sure their marketing dollars were being spent wisely. He noted, "If you don't have someone there to take overflow calls, you're leaving a lot of money on the table. It's crazy to say, 'Hey, let's spend \$40,000 on marketing and advertising,' without being staffed up to take those additional calls. With Slingshot, you're ready for a whole new level of growth without the need to hire more staff that you'll need to lay off later."

Wise was concerned about having to hire additional employees and then laying them off after the busy season. This issue led him to look for solutions that could help him manage his business more efficiently while ensuring that customers were well served.

“Slingshot is definitely worth the ROI. And I think a lot of people don't realize the cost of running their own call center and what they'd be saving by partnering with Slingshot.”

Josh Wise, Founder of GrassRoots Turf



The Solution

Slingshot has proven to be a game-changer for Wise's lawn care business. The deciding factor was the integration of Slingshot within the RealGreen SA5 system. Now, both internal sales agents and Slingshot agents can work within SA5, saving time, money and manual work. They've reduced the total labor hours by **220 hours annually**, which has made it possible to reallocate those hours to additional business needs.

Since partnering with Slingshot, GrassRoots Turf has seen a **30% increase in leads** based on the ⅓ of leads who were hanging up on weekends without leaving a voicemail. With such an increase in revenue, they've been able to reinvest profits into more WorkWave products such as ServiceBot to help manage lead generation and workflow.

With Slingshot's 24/7 customer service, GrassRoots Turf's Google My Business page can now boast of being open all day and night, giving them an edge over their competitors. Even after business hours, customers can call in and get an estimate and the overflow calls are taken care of by Slingshot, ensuring that no customer is lost due to missed calls.

Based on current revenue trends, they've experienced a massive increase of **\$180K** just from accounts sold by Slingshot on nights and weekends—which is thousands of dollars higher than their investment. Closing rates have also increased by **17.6%** due to catching leads quicker and being able to quote customers over the phone in one shot (without having to take a message and call them back).



\$180K
Revenue increase



30%
Increase in leads



17.6%
Increase in closing rates

The Solution (Cont'd)

Another significant advantage of using Slingshot was that Wise could keep his staff year-round, even during the slower season, without having to lay off anyone or worry about unemployment claims. Slingshot could fill the gap by taking on outbound sales calls during campaigns, and they could answer customer calls during peak hours, ensuring that Wise's team did not miss out on any potential business.

Slingshot's efficiency and good communication were also commendable. Wise didn't have to inform every Slingshot rep about changes in their script; a single phone call to one person was enough, and within 30 minutes everyone was answering calls in a new way. Slingshot's integration with RealGreen eliminated the need for double data entry, saving Wise's team time that could be spent on other money-making activities.

Thanks to Slingshot, Wise's lawn care business was running smoothly, with no missed calls, lost business or unnecessary seasonal staff layoffs. Both Slingshot and internal sales and customer service reps could easily go into the system, measure their property, see the pricing, sign up for services, put in their credit card details and be done with it.

“Slingshot has helped us grow because we now have the ability to capture after-hour leads and therefore we don't miss the opportunity to sell that potential account.”

Josh Wise, Founder of GrassRoots Turf

The Results

As of now, GrassRoots Turf has been partnering with Slingshot for the last few years. Based on current trends, they calculated that if the company had been working with Slingshot five years earlier, they would have seen an increase of 1,000 customers at \$600K in revenue.

GrassRoots Turf gained the new ability to focus on staff meetings and team-building activities without worrying about missing important customer calls

Ready to Learn More?

 Email to slingshotsales@workwave.com

 Give us a call at [\(800\) 514-7360](tel:(800)514-7360)

 Visit www.getslingshot.com

17.6%

Closing rates have increased by 17.6%, due to answering calls quicker

220 hrs

Reduced labor by 220 hours annually, due to no longer having to check voicemails and returning calls to left voicemails

\$180K

An increase of \$180K from accounts sold by Slingshot on nights and weekends