

Building a Tribe of Social Media Promoters with Satmetrix Software



Founded in 1979, HouseMaster Home Inspections is a home- and building-inspection franchise system with more than 350 offices throughout North America. The franchise offers third party, professional evaluations of homes before buyers make the financial commitment to purchase. An industry leader, HouseMaster is committed to providing top quality service to home buyers and sellers.

THE CHALLENGE



Drive more referrals, increase loyalty.

Home buyers and sellers actively use social media to educate themselves about the home buying and selling processes. They also like to ask Facebook friends, LinkedIn connections, and Twitter followers for referrals to the service providers they need for the transaction. These trends drove HouseMaster to be proactive on the social web, where people refer businesses 24/7. The company actively engages past and future clients using social media forums, educating them about home maintenance and answering questions about professional home inspection services. In late 2011, the company dialed up its social effort with the Mobilize Promoters functionality inside of Satmetrix's leading customer experience software application. The goal? To drive more referrals and increase customer loyalty.

“When the Mobilize Promoters feature was first introduced to me, I really saw the game changing ability that it had for our franchisees. Our company took the Satmetrix NPS program and created an internal program called HouseMaster CARES, an acronym for Customer Acquisition & Referral Evaluation System. In six months, we've implemented several, innovative-to-the- category efforts which are showcasing customer satisfaction, growing business loyalty and ultimately driving revenue growth.”

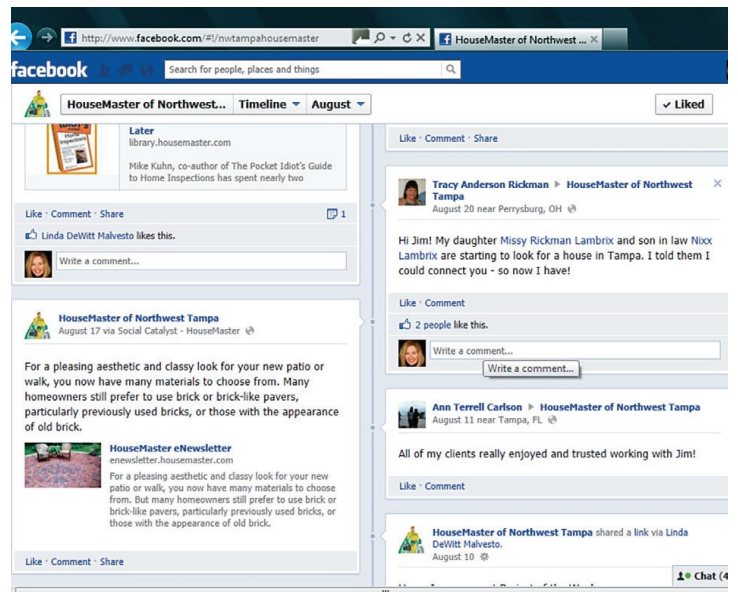
Tricia Tangradi
Vice President of Marketing at
HouseMaster Home Inspections

THE SOLUTION



Engage customers in the social sphere with Mobilize Promoters.

Satmetrix's cloud-based software solution allows users to start collecting data quickly. The technology incorporates Satmetrix's best-in-class templates and proven best practices for five key product features: Alerts and Action Planning, Robust Role-Based Reporting, Flexible Survey Configuration, Text Analytics and Mobilize Promoters. With Satmetrix's application, businesses engage customers more powerfully, improving their Net Promoter Score® (NPS®) and the customer experience. Mobilize Promoters helps convert happy customers into customer evangelists by prompting Promoters right within surveys to share feedback and spread positive word of mouth via social media. The software also allows businesses to reward loyal customers by extending discounts and trial offers—also within the survey environment—and prompting customers to share those offers with their social networks. This action creates a cycle of social media sharing that ultimately generates leads and revenue.



HouseMaster Facebook page engages customers and prospects.



Consumers received a free tree for "liking" HouseMaster on Facebook

Satmetrix Mobilize Promoters feature also enables HouseMaster franchisees to enter online conversations with customers organically. When buyers, sellers, and real estate professionals share positive experiences with HouseMaster using the prompts provided by Mobilize Promoters, franchisees respond to further the relationship and provide ongoing, valuable information about home ownership. Through Mobilize Promoters, HouseMaster franchisees engage with satisfied customers in the social sphere so that follow-up phone calls and emails become extensions of the online conversation instead of sales calls. HouseMaster uses the Mobilize Promoters feature to complement other social campaigns as well. For instance, in May 2012 the company conducted a "free tree" program whereby consumers received a free tree for "liking" HouseMaster on Facebook. In turn, franchisees used captured information to nurture relationships and help the company achieve its social media goals: to increase brand exposure, loyalty, and revenue.

EXECUTION

Build on best practices.

Customer surveys are not valuable unless you review, analyze, and act upon the information you collect. Satmetrix's cloud-based software allows HouseMaster to quickly identify, connect, and engage with Promoters to understand what they like about the company and the experience that HouseMaster provides. In turn, the company shares this information with specific franchisees and inspectors so they can learn from the findings and reinforce best practices. Every ten days, HouseMaster analyzes its system-wide response rate and NPS to understand the company's performance in local markets. Daily, the company uses the Mobilize Promoters functionality to review all related feedback posted on social media sites, which gives insight into buyers feelings on key aspects of the post-transaction inspection experience. Leadership closely reviews and discusses data with franchisees to identify the best practices that drive scores so they can tweak or repeat accordingly.

HouseMaster also uses the software's reporting capabilities to create customized reports, capturing and checking new data for each franchisee. The company uses this data for internal training initiatives, as well as to continually improve and optimize performance. HouseMaster has also developed a monthly webinar training series for its franchisees. During the webinars, attendees review Satmetrix-provided dashboards, analyze data together, and learn how to use the data to work better with their local teams. Each monthly webinar also provides opportunities for franchisees to request new reports or analytics that they would like to see and use in their own businesses.



“Satmetrix enables us to identify and showcase our best practices – the actions we take that are superior to our competitors – that exceed our own and customer expectations and increase revenue. We are able to pollinate these best practices across all franchisees to accelerate our results and raise the level of our processes.”

Tricia Tangradi
Vice President of Marketing at
HouseMaster Home Inspections

RESULTS

More social engagement, more customer referrals, higher revenue.

HouseMaster hit the social media ground running with its innovative use of offers, giveaways, and coupons for loyal fans. From a sales perspective, social media has also opened doors for conversations with real estate professionals and other potential customers. These online efforts are paying off.

Through monthly campaigns and Mobilize Promoters, HouseMaster has seen an 11-fold increase in Facebook “likes” from March to September 2012. Engagement has increased 40-fold in the same six months.

RESULTS



Also in that six-month period, HouseMaster identified more than 12,300 Promoters and prompted more than 650 of them to share their great experiences with HouseMaster across Facebook, Twitter, and LinkedIn.

Beyond social media metrics, the company's total revenue is up 15 percent compared to the same time last year. Franchisees using social media have doubled their business compared to counterparts only using traditional marketing methods. The company has found that for its business, authentic, personal testimonials on Facebook far surpass traditional marketing collateral and websites in terms of effectiveness.



HouseMaster gave away free "Pocket Idiot's Guides" to social media followers in June 2012

About Satmetrix

Satmetrix is the leading global provider of cloud-based solutions for managing and improving overall customer experience. As co-creator of the Net Promoter® methodology, Satmetrix combines unrivaled NPS expertise with a powerful, yet cost-effective SaaS-based software solution to provide continuous, actionable, 360-degree customer insights. Leading organizations of all sizes and across multiple industries use Satmetrix solutions to drive customer retention, improve customer affinity and maximise positive word-of-mouth to deliver overall improvements in customer lifetime value. With more than 1,000 deployments in 40+ languages, Satmetrix provides a holistic view of the customer experience and the necessary expertise to help accelerate customer experience program success.

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