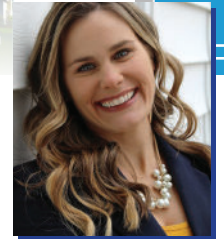
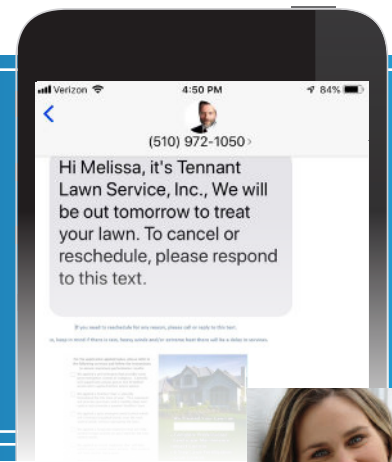


“Sending friendly payment reminders with text campaigns got my clients to pay right away vs. emails that got ignored. Really helps cash flow!”



Tennant Lawn Services offers a wide range of services including landscaping design and lawn maintenance, irrigation systems, lighting services and more.

### OBJECTIVE

Tennant Lawn Services needed a better way to reach their clients to communicate schedules, billing, instructions, and seasonal updates. They also needed to increase their referral rate.

### THE CHALLENGES

Ongoing communications with their customers about:

- Planned service schedules and reminders
- Seasonal tips to increase customer engagement
- Difficulty connecting with clients; emails were going unnoticed
- Difficulty communicating important information to clients, including:
  - Reminding owners to keep pets and children away during fertilizing
  - Clients missing payments
  - Keeping client info current
  - Ineffective referral program
- Keeping in touch with clients year-round

### A NEW APPROACH

Textellent worked with Tennant Lawn Services to:

- Keep client information current via text messages
- Automate appointment reminders and service updates
- Sent announcement text to inform clients about how Tennant planned to use text communication
- One-to-one text messages allow customers to get fast service
- Let customer choose text alerts vs. email

### THE IMPACT

Adding Textellent brought about a tremendously positive impact, including:

- Less labor hours managing clients
- Fewer emails and calls
- Customers noticed updates
- Fewer rescheduled appointments
- Higher responses to payment reminders
- Improve customer relations
- Predictable cash flow
- Improved customer service
- Client contact info current
- Tennant is now putting referral campaign in place to generate new business
- Seasonal tips, like freeze warnings for plants are planned too

“From the beginning so many of my customers told us they prefer texts for our communications. I have been thrilled with the response!”

Lisa Tennant, Tennant Lawn Care

#### COMPANY

**Tennant Lawn Service**

#### INDUSTRY

**Lawn Care**

#### HIGHLIGHTS

- Payment reminders via text improved renewals and cash flow
- Service notices have much more positive impact
- Automated notices reduce labor hours spent on customer service & billing



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