

YOURGXC | NO FEEDBACK. NO FIXES.

THIS PLUMBING BUSINESS WENT FROM RADIO SILENCE TO TRIPLE THE REVIEWS AND A 77% NPS BOOST
—IN 45 DAYS.

Business Type:

Home Services Company (Plumbing & HVAC)

Location:

Greater London area

Client Since:

Early 2025

This family-run business had a great reputation, but no structured way to collect or respond to customer feedback.

CLIENT OVERVIEW

THE CHALLENGE

Customer feedback was rare. Technicians did their jobs well, but leadership had no way to know where experience was breaking down or exceeding expectations.

Key Issues:

Low review volume

No post-service follow-up

Missed opportunities for improvement or celebration

We introduced a feedback system to trigger touchpoints at the right time.

We mapped the full service experience:

Job booked

Job completed

Invoice sent

Follow-up (missing!)

OUR APPROACH

SOLUTIONS IMPLEMENTED

Automated survey (2-question NPS + comment)

Email and SMS sequence post-job

Review encouragement script

Internal feedback loop tracker

Staff training on using responses

NPS increased from 35 to 62

Review submissions tripled

Technicians received targeted coaching from feedback insights

More 5-star reviews across Google and Checkatrade

RESULTS
[WITHIN 45 DAYS]

CLIENT QUOTE

"We always cared about service-but
this gave us a real system to prove it."

Operations Lead, Home Services Business

YOURCXC | **FIX THE EXPERIENCE.
GROW THE REVENUE.**

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