



Whitepaper



ABOUT CHIIRP

CHIIRP is the ultimate automation tool box designed to help home service pros capture more leads, connect faster, close more deals, and convert those deals into customers that will continue to buy over and over again.

CHIIRP was originally designed as an advanced text message automation platform but has evolved into much, much more.

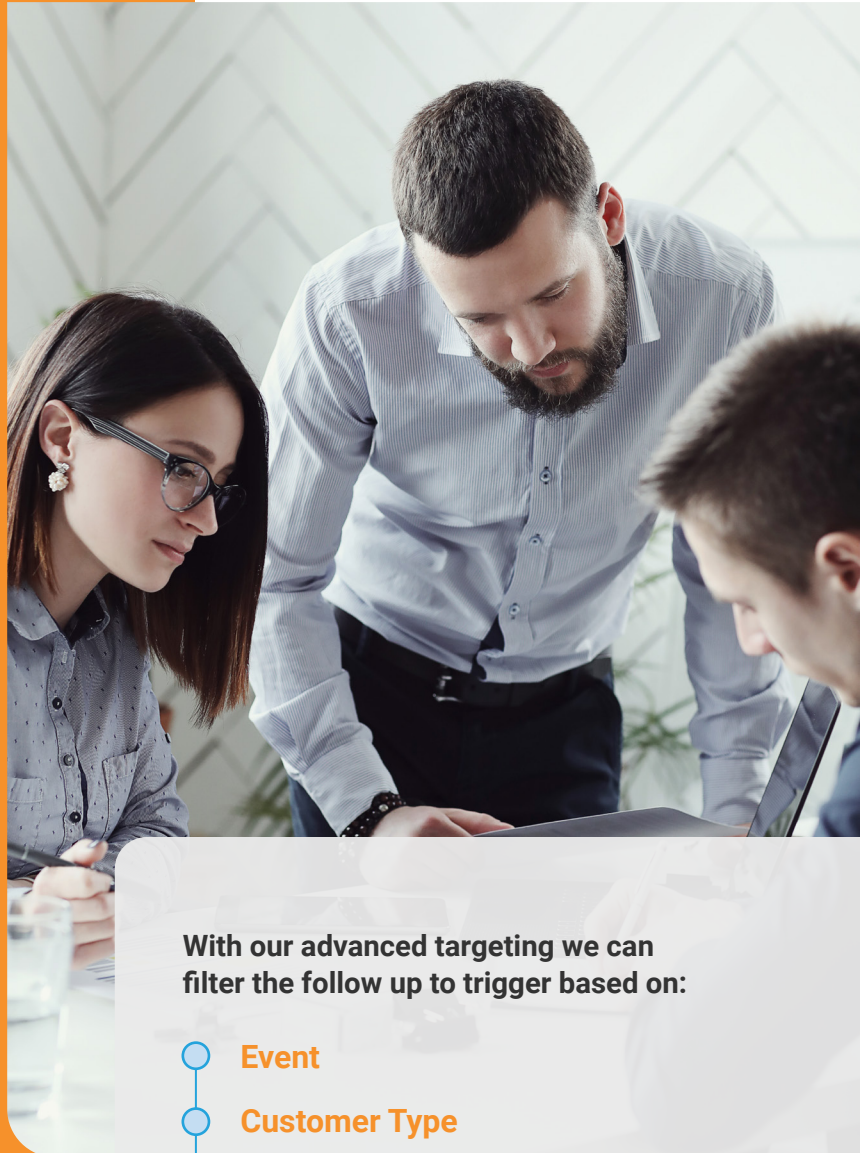
With CHIIRP you have the ability to trigger advanced automation campaigns at every step of the customer journey.

You can create text message, email, and ringless voicemail campaigns that can automatically follow up with potential customers at the exact right moments.

Although there are several automation platforms available, our key differentiator is our advanced targeting integrations with Service Titan, Housecall Pro, Jobber, Sera, Service Monster and others. Nobody is more integrated with these CRMs than CHIIRP.

With these deep integrations you can have complete control over your follow up so that the exact right campaign is triggered at the exact right time with the exact right lead.

Different “job types” call for different follow up.



With our advanced targeting we can filter the follow up to trigger based on:

- **Event**
- **Customer Type**
- **Job Type**
- **Business Unit**
- **Line Items**
- **Tags**
- **Technician**
- **Invoice Amount**
- **Membership Level**

This gives the pro full control over what follow up sequences happen when.

Here are just a few ways CHIIRP users are generating more revenue with advanced automation:



Speed to lead

Contact your leads FASTER ensuring maximum conversion rate. Leads can go cold as quickly as 1 minute from form submission. By automatically sending a text message within 30 seconds we can connect with 100% of our leads within the crucial 1-minute window.



Estimate rehash

The fortune is in the follow up. Most pros aren't following up consistently with their estimates that didn't close. With automation you can ensure that 100% of your estimates get appropriate follow up.

Following up with text message, email, and ringless voicemail over a period of 14 to 30 days will dramatically increase conversion rates.



Membership booster sales

Frame the conversation by automatically sending a text message to the lead at "technician dispatched." This text can introduce the membership program before the technician arrives.

For example:

SMS: "Hi Jessica, your technician is on the way, he'll arrive shortly. If you'd like to save some money on this visit, be sure to ask him about our membership program. See you soon!"



Conversational Review Requests

Reviews drive business. By tastefully thanking the customer and asking for a review in the SAME thread you've been texting them from the beginning will result in a higher conversion rate. This is also a great time to automatically request referrals.

When a customer does leave a review we can trigger automation to thank them and internally alert the team.

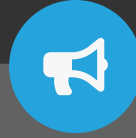
You can congratulate the technician on another 5 star review. Or you can alert the appropriate team member if a less than ideal review is left.



Annual Customer Maintenance

Getting a new customer is one thing, keeping that customer for life is a whole different beast.

Using automation you can tastefully communicate with your customer database throughout the year keeping them warm. Send out tips and tricks, newsletters, reminders etc... When it's time for service again, CHIIRP will automatically reach out and invite them to book.



Message Broadcast

Using message broadcast you can fill your empty calendar slots by sending out messages to groups of past clients.

"Hi Jessica, it's Taylor with Wasatch Garage Door. We have a few open slots this week for maintenance. Would you like us to swing by?"

With a 98% read rate, text messaging is the easiest and fastest way to contact a customer.



Site Chat

Our unique website chat widget lets you capture leads right from your website and instantly start a text message conversation. This places them in a more familiar communication channel and lets you keep communicating with them even if they bounce from your website.



Message Central

There are several ways a customer can communicate with your company. These can get out of hand quickly. With Message Central, we bring all your communication into one place.

Manage all of your text message, Facebook message, Google message, SiteChat, and Email all from one centralized inbox.



Facebook Lead Automation

If you generate leads using Facebook lead ads, you can increase conversion rate by automatically capturing the data with CHIIRP and instantly starting a text message conversation.



Angi and Thumbtack Automation

Be first every time! Contacting these leads FAST is the key to winning the deal. We can capture the data and automatically send a text message to the lead within 30 seconds of lead form submission.



Direct Mail Automation

In addition to text message, ringless voicemail and email, you can automatically send post cards, handwritten notes, even gifts.

Want to send 50 postcards to surrounding neighbors when a job is booked? Our integration with direct mail printing companies can make that happen automatically.

Want to send a box of cookies with your logo to customers that spend \$1000 or more with you? Our gifting integrations can make that happen automatically.



Slack Automation

If you're using Slack to communicate with your team CHIIRP can add some amazing value. You can build office morale by sending congratulatory notes when certain goals are hit.

Example:

"Hey Team! John just closed a \$10,000 deal, way to go John!" "Jason just got another 5 star review, nice work Jason!" Or alert the team of important updates

"New job completed. Customer name: Jennifer Blakely"

"Task due for customer: Jason Wiley"

These are just a few of the many ways people are using CHIIRP to create more efficiency in their business.

Each of these automations is fully customizable and your company has full control over what automations you want implemented in your business.

As a CHIIRP user not only are you getting access to the most advanced automation software in the home service space, you're also getting access to our team of automation experts.

As a CHIIRP user you are never left alone to figure out how to implement these game-changing automations in your business. We'll work with you one-on-one to help you strategize and implement each of these campaigns.

Each new member is paired with an automation expert. This automation expert will work with you directly for the life of your account. This empowers your business to launch into automation with an expert by your side the entire way.

Automation really is the key to scale. By implementing even just a few of these CHIIRP automations in your business you'll see an increased conversion rate on your leads. You'll also see greater productivity in your team because they'll be able to focus on higher value tasks instead of mundane tasks that can be completed automatically by CHIIRP.

With our deep integration into your CRM the automation possibilities are endless. With CHIIRP and our team you'll find more opportunities to

- Capture More Leads Connect Faster
- Close More Deals
- And Convert those deals into customers that will buy from you over and over again

Get with our team now to schedule a demo. We'll go over the software in detail and show you how you can instantly improve conversion rates right out of the gate.

See you on the demo!

