

CUSTOMER SUCCESS STORY:



Case Study: Go Organic Lawn Care See how Slingshot boosted sales from 44% to 64% in just 1 year.

About Go Organic Lawn Care

Services Provided: Organic and eco-friendly lawn maintenance

Founded: Over 35 years ago

Areas Served: Oakland, NJ, and surrounding areas

WorkWave Products: Real Green SA5 and Slingshot

Go Organic Lawn Care is a family-owned business located in Oakland, NJ. For over 35 years, they've been dedicated to providing clients with healthy, green, weed-free lawns while minimizing environmental impact. They're committed to providing exceptional customer service to commercial and residential clients seeking organic, eco-friendly lawn and tree care. As a long-standing customer of Real Green, Go Organic was happy to bring Slingshot on board to help them scale even more.



"The fact that Slingshot has trained most of the agents to be able to operate within the Real Green system makes the whole integration extremely valuable for us."

George Louvis, Director of Marketing, Go Organic Lawn Care

The Challenge

Members of the Slingshot and Real Green teams were thrilled to chat with George Louvis, the marketing director of Go Organic Lawn Care. Louvis explained that this coming year, Go Organic expects to see fertilizer price increases, less diesel fuel availability and continued labor shortages. He made it abundantly clear that they are taking measures to reduce waste, boost efficiency and stop leaving money on the table.

Go Organic — like *many* busy lawn care companies — receives approximately 200-300 inbound phone calls per day.

“Mornings — particularly Monday mornings — were extremely stressful for the office staff. We’d get bombarded by a minimum of 30 voicemails on Mondays and 15-20 voicemails on weekdays; it felt impossible to get ahead of the game,” Louvis told us. “What’s worse is, we couldn’t even quantify all the missed prospects and upset customers who hung up the phone without leaving a voicemail.”

The team knew it would be impossible for them to catch every after-hours and weekend call without having more CSR support. But with current staffing shortages, hiring excellent quality CSR staff meant spending hours of time and thousands of dollars with no guaranteed ROI. They needed a solution that would not only help them close more deals but impact their bottom line.

“Go Organic would need to hire four full-time employees for four months (busy season) to come close to handling the phone volume that Slingshot handles, and I guarantee there would still be calls going to voicemail.”

George Louvis, Director of Marketing, Go Organic Lawn Care

The Solution

When Go Organic partnered with Slingshot to cover their overflow during and after business hours, they started seeing an increase in sales and an overall boost in efficiency. The 30 voicemails they’d usually be drowning in on Monday morning are now already taken care of within the Real Green system by the start of their work day. That’s golden.

Slingshot agents know the ins and outs of Go Organic like it is their own, and **Louvis and the team are confident in their ability to close all the deals they would have otherwise missed.** Prospects are greeted with a friendly voice, 24/7 — what could be better?



The Solution, Continued

One of the reasons Go Organic chose Slingshot is because of its flexibility, customization and ability to integrate with Real Green SA5. Businesses are able to use Slingshot in whichever way aligns most with their vision and goals — whether it's for answering calls, closing sales or communicating with customers. Go Organic utilizes Slingshot for picking up calls from new prospects only. Existing customer callers are directed to the in-house team, while new prospects go to Slingshot. Classifying callers into these two categories is beneficial because they leverage Slingshot for closing deals and use the in-house team for nurturing customer relationships.

Louis has decades of lawn industry experience, and he's seen his fair share of lawn business software. He explained that having Real Green and Slingshot together offers more value than he's ever seen. **"It's the complete package for any lawn and landscaping business,"** he told us. Slingshot agents are trained to work directly within Real Green, which streamlines and simplifies all back-end work and saves hours of time — all without the expense (time and money) of hiring additional staff.

The fact that callers weren't hanging up, going to voicemail or calling the next landscaper on their Google search anymore made Slingshot worth every penny. Usually, so much of the money spent on search engine optimization (SEO) — to rank at the top and increase online visibility — would go to waste, because they didn't have the support to cover the leads that came in. **Now that they have Slingshot, every single call is answered and a high percentage of those deals are closed. That's an automatic win and positive ROI.**

Due to a newfound confidence in their ability to handle every prospect, Go Organic has increased their marketing budget by **50%** and their sales goal by **22%** for 2023. They're excited for what the new year has in store!



The Results



Went from closing 44% of sales to 64% of sales in the span of 1 year



Went from 30-40 unheard voicemails on Monday mornings to 0-2 voicemails



Saves 10-25 minutes per customer call, on average



Increasing sales goals by 22% in 2023

Send an email to sales@getslingshot.com or give us a call at **(800) 514-7360** to learn more!