



## Customer Case Study

# Landmark Home Warranty: Treating Customers Like Family



Landmark Home Warranty serves over 75,000 customers and growing across AZ, ID, TX, NV, OR, and UT. Landmark's management team wants every customer and contractor to feel like they are a family member, rather than a number. Landmark understands when Landmark policyholders have a problem in their home, they need to feel that they are in good hands.

### The Need

Landmark focused on improving business performance across two areas that directly correlated with their Customer Satisfaction Rating and Net Promoter Scores (NPS):



**Increase Communication  
between Contractors and  
Customers**



**Increase the Speed of Service  
from Customer first contact to  
contractor payment**

Specifically, Landmark set a business goal to ensure each work order was completed within 7 days. Landmark had previously brokered communication with customers and contractors via their call center, and emails directly to each stakeholder, routed back through the support center. Instead of investing

resources to enhance their in-house system, which would be time-consuming and cost prohibitive, the company's VP of Operations, Lawrence Flitton wanted an out-of-the-box solution that would quickly improve their business' performance. Landmark realized that any technology they developed would be a distraction from their core competency of developing compelling home warranty products and delivering great service. This led Landmark to Dispatch.

### The Implementation

Lawrence and his team launched a pilot with Dispatch in May of 2016 to test and strengthen the integration between their in-house CRM and Dispatch. During this pilot, an entire state of contractors provided service to Landmark policyholders. Immediately after the primary implementation, Lawrence saw the improvements he wanted. "I really appreciated the deliberate rollout to

a handful of contractors," Lawrence said. "Dispatch instantly allowed us to enhance our service to homeowners by improving communication between contractors and customers, and the business' overall speed of service of projects." After the three month pilot, Landmark Home Warranty implemented Dispatch across their entire contractor network and continues to do so with any new service provider. The pilot-first approach enabled a smoother state-by-state roll-out and faster contractor onboarding.

Landmark Service Coverage



## Growing with Dispatch

As Landmark pursues growth, the company is looking to leverage Dispatch in new ways, including:



↑ Grow service provider network



↓ Reduce administrative costs to on-board and manage network of third party contractors



↑ Increase customer satisfaction and retention.



The visibility and insights into the status of every job from start to finish has optimized the process and customer experience for us. Dispatch is enabling Landmark Home Warranty to manage contractors more effectively via analytics and data.

— Lawrence Flitton, VP of Operations  
Landmark Home Warranty



## The Dispatch Difference

Dispatch has been a key enabler in assisting Landmark to make improvements across a number of operational metrics:



### Phone call volumes

There have been a number of initiatives Landmark has implemented, including Dispatch our inbound/outbound calls per job.

52% ↓

Overall call volume has been reduced from 4 calls to 1.9 calls.



### Time to completion

Measuring from the time the job is created and to when the contractor has been paid.

45% ↓

11.9 days in JAN 2016 to 6.5 days in OCT 2016



### Voice of the customer scores

They collect the 5 star ratings from Dispatch and translate that into a 10 point NPS score with a 5-6% response rate on service requests .

200% ↑

Now, they see 15-18% response rate on contractors.

## About Dispatch Enterprise

Dispatch has developed a platform that revolutionizes the way Enterprises manage third-party service provider networks, enabling greater visibility into the “last-mile” of the service delivery process and a superior customer experience.

**Dispatch**  
Work better. Together.

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