

Dan Oliver



**Customer Experience & Lessons in business:
A portfolio (kind of)**

About me

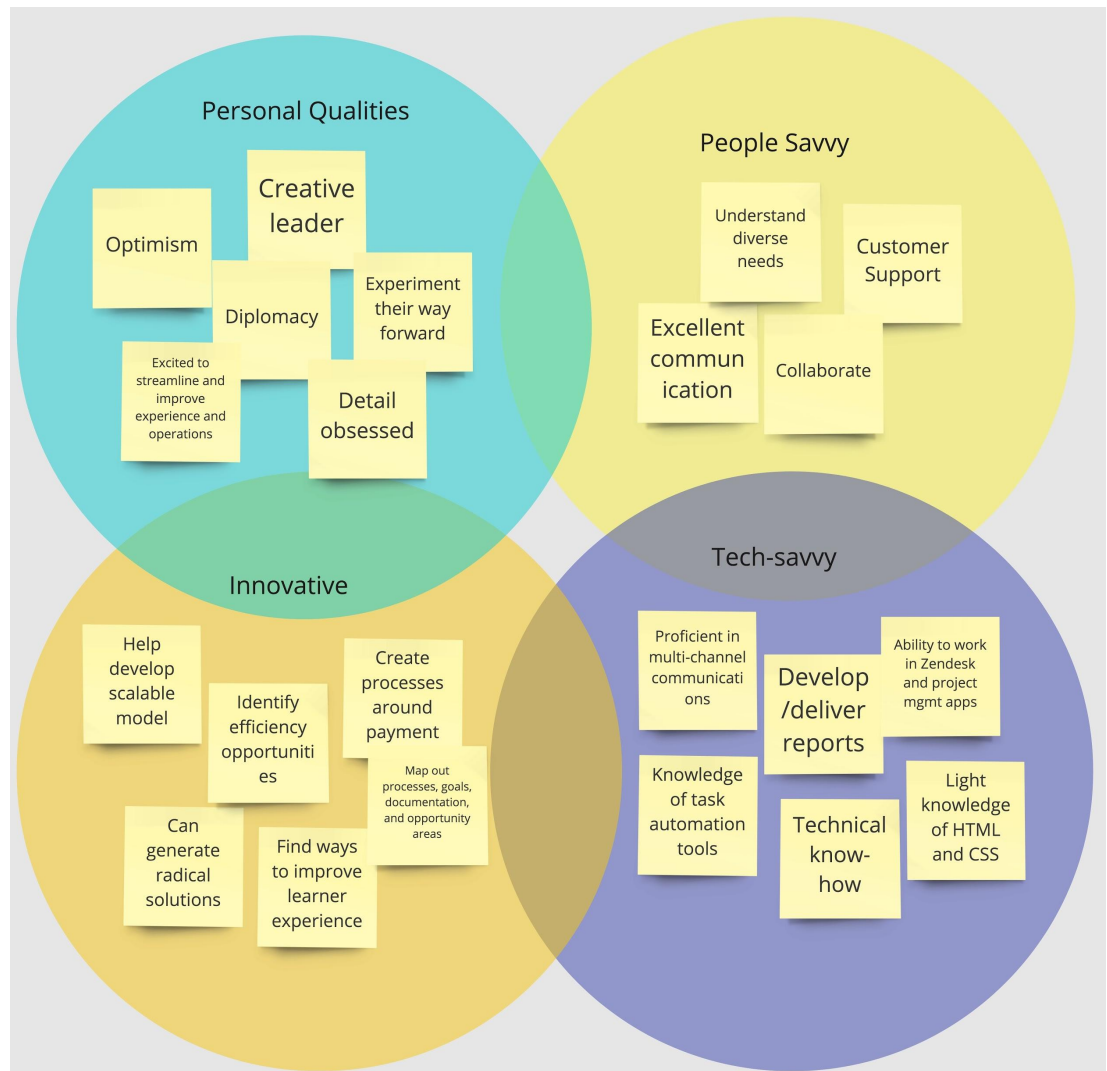
I've been an arborist for most of my professional career. **I started a tree service in 2012 and built it to a profitable quarter million dollar a year business.**

All this with no debt, no traditional advertising and without competing on price.

The secret? Customer Experience obsession.

This portfolio is meant to show some of my wins, losses and lessons and to demonstrate my dedication to continual improvement.

Here I am in a nutshell



Customer Service Philosophy

We rarely have angry clients – here's
why...

Communicate clearly, early and often. Most disputes are misunderstandings.

Listen to the customer's perspective and empathize.

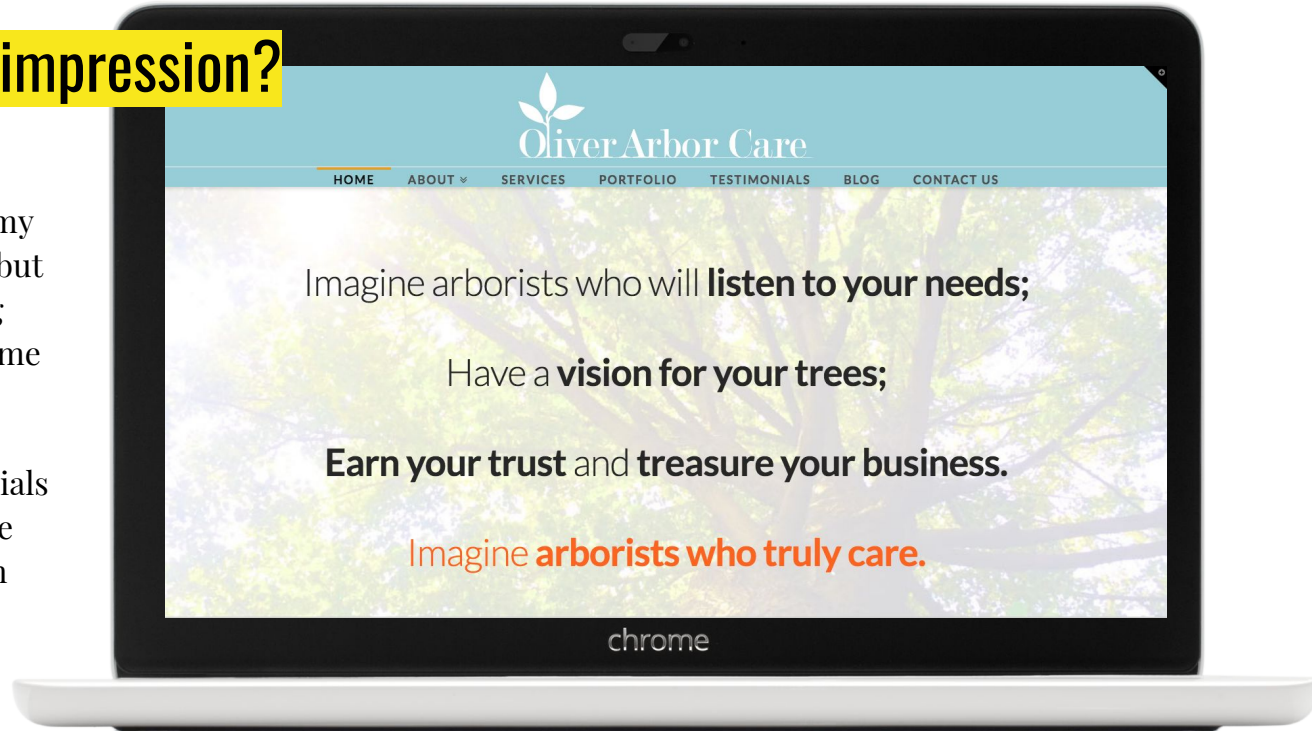
Learn from all feedback. Complaints can lead to fantastic process improvements.

Website or Carefully crafted first impression?

A lifelong learner, I loved the opportunity to build a website for my business. I built this in Wordpress but learned some HTML and CSS along the way. I also dug into learning some copywriting.

Between this website, the testimonials on it and our online reviews, people who call are usually already sold on working with us.

www.OliverArborCare.com



Come on down to Testimonial Town

162 Client Testimonials on our website (ethically sourced)

www.oliverarborcare.com/testimonials/

Here are a few...



5.0 out of 5 stars

Lisa J - July 2, 2016

One of the best experiences with a business I have had in over 30 years of owning properties in Central OR. Oliver Arbor did everything they said they would, professionally, with capable good cheer, under budget & well within the time frame promised. To say a service "exceeds expectations" has become trite, but it truly applies to this quality small business. I will be referring friends & clients to Oliver.



5.0 out of 5 stars

Don And Janis W - January 18, 2016

Dan and his crew did a great job with our tree removal. Very professional in all aspects of his business. I would not hesitate to recommend Dan and Oliver Arbor Care.



5.0 out of 5 stars

Richard G - May 6, 2016

Dan Oliver and his team are by far the best Arborist we have used in Central Oregon. They are very knowledgeable, professional, and willing to work with their clients. They are punctual, communicate well and are exceptionally thorough in their cleanup.



5.0 out of 5 stars

Frank C - May 16, 2016

We are so happy with your company and your work. The e-mail communication is very efficient and every thing was done in a timely manner. The work that was done was thorough and neat and just what we asked you to do. Our view is greatly improved and our neighbor's passage is much more accessible. Thank you. Frank and Diane Crupi

They Like us. They really like us.

We have more online reviews from our 5 years in business than competitors 20+ years our senior.



Oliver Arbor Care

4.8 ★★★★★ (18) · Tree Service

66 ft · Bend, OR

(541) 951-5783

Open until 6:00 PM



WEBSITE



DIRECTIONS

Arbor 1 Tree Service

4.7 ★★★★★ (14) · Tree Service

2.2 mi · Bend, OR

(541) 480-4223

Open until 7:00 PM



WEBSITE



DIRECTIONS

Simply Arbor Tree Care

5.0 ★★★★★ (17) · Tree Service

4.4 mi · Bend, OR

(808) 224-9529

Open until 6:00 PM



WEBSITE



DIRECTIONS

Fagen Tree & Chips

3.4 ★★★★★ (5) · Tree Service

4.6 mi · Bend, OR

(541) 382-4997



WEBSITE



DIRECTIONS

Arbor Tree Care LLC

5.0 ★★★★★ (2) · Tree Service

Bend, OR

(541) 389-8332

Open until 5:00 PM



WEBSITE

facebook

5.0 ★

5.0 of 5 stars
10 reviews

5 stars



10

4 stars

3 stars

2 stars

1 star

Net Promoter Score

Problem:

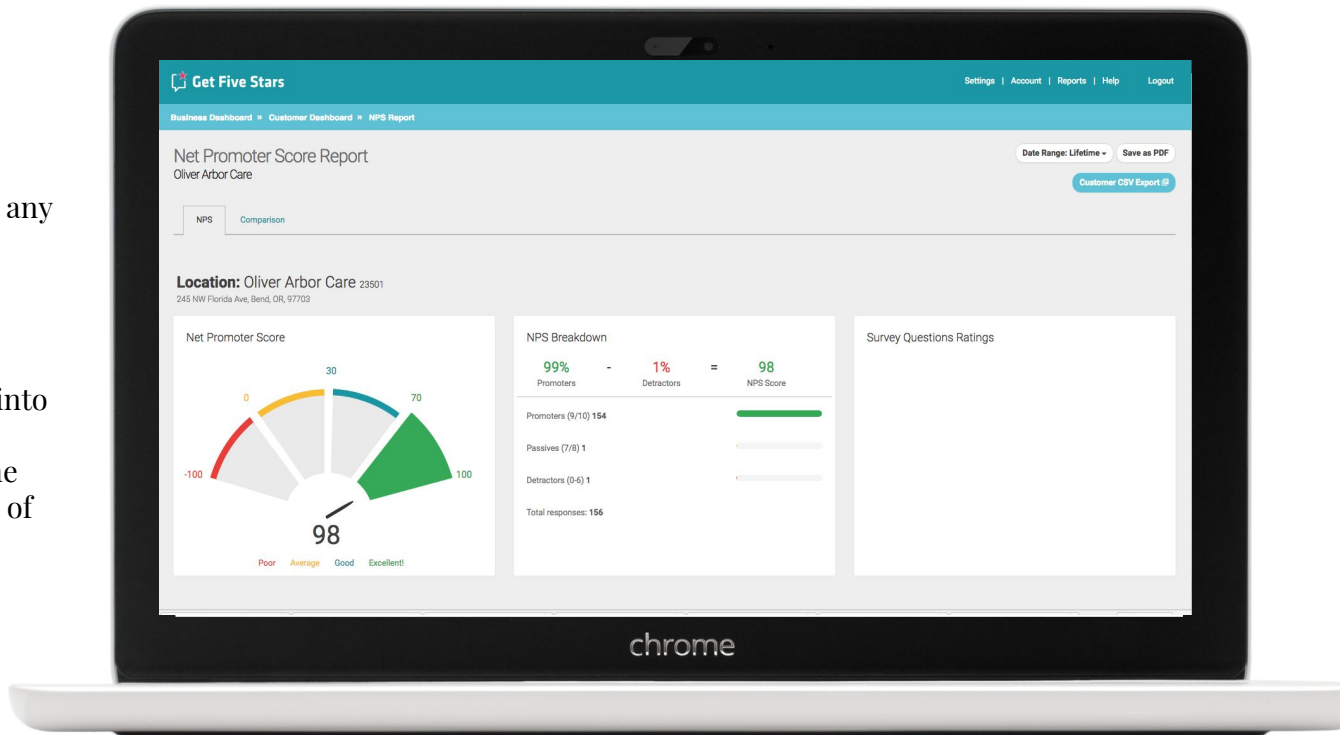
As the business grew, we needed a performance metric that would catch any slips in service early.

Solution:

I integrated an NPS customer survey into our workflow (through SaaS app GetFiveStars). I also sent it to everyone we'd worked with the previous year – of whom 80% responded.

Outcome:

98 NPS (out of 100 possible) (!)



NPS lessons learned

The NPS Survey caught two surprises:
Two survey respondents said they were not likely to recommend us.
Here's what I learned from each...

The first “would not recommend” was surprising.

I thought this client interaction was actually my best customer service win of the year. Turns out, he didn't know that we'd gone out of our way to make things great for him. A quick chat and we cleared things up. He's a happy client to this day. (I can't screen share it because he retracted it... that's a good problem)

What I learned:

Communication is key. He was so busy with life, he didn't even realize what we'd done. Now I always follow up with clients by phone or email.



I tried to accommodate a time-crunch that Sterling had. In doing so, I told him we'd just do the work on an hourly basis. Turns out, he didn't know what ballpark price to expect.

What I learned:

Again, communication for the win. To remove as much ambiguity as possible, I always put estimates in writing now.

Sales Experience

70% Close Ratio

Business-to-business

Business-to-consumer

Avg time spent selling: ~48%

Key Performance Indicators

Problem:

You can predict revenue based on current call volume if you know your close rate, standard job pricing, etc. I needed an efficient way to track that data.

Solution:

I set up a Google survey to be emailed to me every afternoon. My responses would shoot straight to a spreadsheet full of valuable data and self-calculating tables and graphs.

Outcome:

While NPS tracks customer service, tracking call volume is one of the best KPIs for my business. It can inform revenue 2-3 months early.

OAC Daily Metric Tracking

Date

Date

mm/dd/yyyy

Estimate Requests

Your answer

Bids

Your answer

Jobs booked

Your answer

\$ Earned

Your answer

Billable Man-hours

Your answer

Man-hours (Non-salaried)

Your answer

Man-hours (Salaried)

Your answer

SUBMIT

Never submit passwords through Google Forms.



Details, Details, Details. It's all in how you say it

Problem:

Part of my workflow with new clients is getting email addresses. But they would often decline...

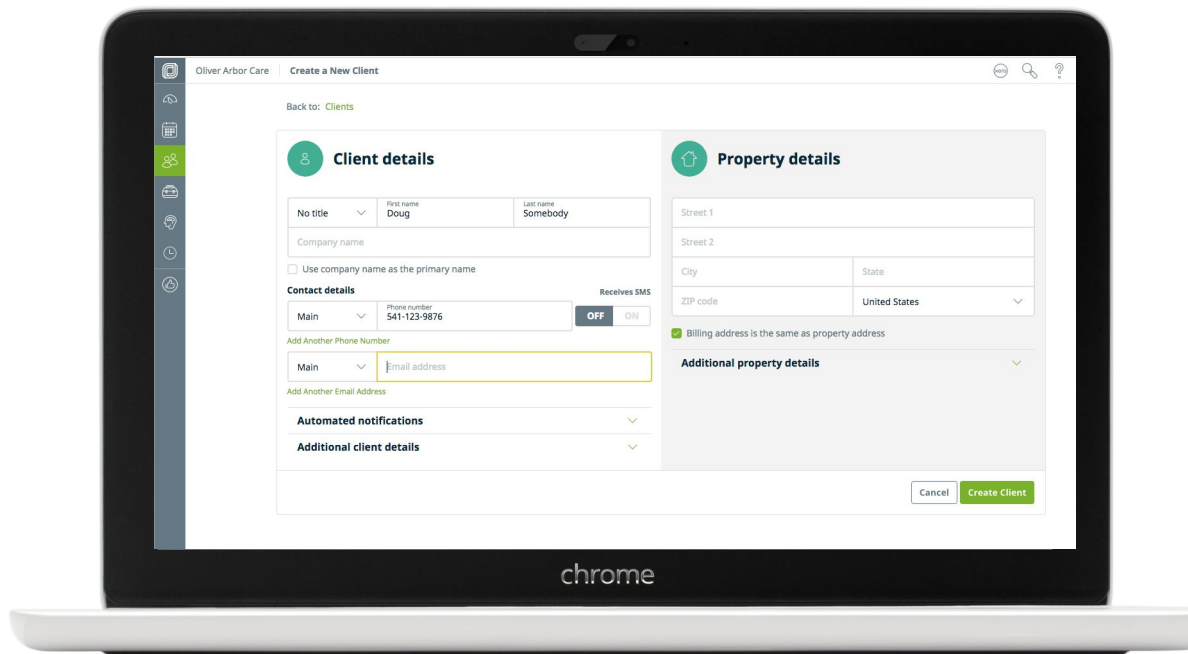
Solution:

These people weren't clients yet and I was just some stranger asking to spam them (they assumed). So I played with the wording and arrived at:

“Kathy, we send estimates and invoices by email, if you'd like to share that with me?”

Outcome:

No one declines anymore.



A very careful “No”

Problem:

People often ask us to “make this tree shorter.” But what if the customer isn’t always right? Generally, making a tree shorter means topping it, and that opens up a whole can of worms that most people don’t want or anticipate.

Solution:

I handle these conversations something like this:

Client: “I want this tree shortened”

Me: “Okay, out of curiosity, why do you want it shorter?”

Client: “I’m just worried it’s going to fall on the house”



[Great! Now I know where they’re coming from and I can speak to that – in this case, it’s the safety/risk aspect]

Me: “Actually, that tree doesn’t show any signs of structural issues. Topping it can actually make it grow back faster and weaker. Might I suggest...?”

Outcome:

I can almost always talk someone out of this kind thing by educating them in the context of the concern. Win!

Oliver Arbor Care

About Us

We treat your trees like our trees

We are a full-service tree care company committed to serving our Central Oregon clients with the highest standards of tree care. For us, that means the services we provide are intended to sustain the health, aesthetics, and safety of the trees we manage for many years to come.

It is our mission to partner with tree owners in caring for their piece of the greater urban forest, offering incomparable service, plain-English communication, and unmatched attention to detail in every facet of tree care.

Why Quality Counts

It takes only one bad cut to forever damage a tree. Trust your trees to experts who can balance the art and the science of proper care.

Quality is more than a buzz word. With proper care, trees can increase property values, lower utility bills, and improve quality of life for the whole community. But what is "proper" care? The care of trees is an ever-evolving science. As we learn more about tree physiology and bio-mechanics, our industry's standards of care change with our broadened understanding. Oliver Arbor Care strives to keep up with the latest research and developments so that our clients can rest assured that their trees are receiving the best possible care by arborists who truly care.

Our Services

- Pruning for health, safety, and aesthetics
- Removal - dead, dying, hazardous, and nuisance trees
- Stump grinding
- Consultation - ISA Certified Arborist and ISA Tree Risk Assessment Qualified

Our Qualifications

- ISA Certified Arborist (PW-7275AM)
- Certified Municipal Arboriculture Specialist (ISA)
- ISA Tree Risk Assessment Qualified
- Licensed, Bonded, and Insured (CC# 197540)

Contact Us

Oliver Arbor Care
ISA Certified Arborist - Municipal Specialist
ISA Tree Risk Assessment Qualified (PW-7275AM)

541-951-5783
oliverarborcare@gmail.com
www.OliverArborCare.com

OUR GUARANTEE

You deserve to love the work we do. If you're not completely satisfied when we're finished, let us know. We promise to do whatever it takes to make things right and leave you smiling.

Licensed, Bonded, and Insured - (CC# 197540)

Are your trees DANGEROUS?

Part Two Tell-Tale Signs of a Tree on the Brink

Oliver Arbor Care

Tear Sheet Scramble

“Surely you have a digital brochure?” asked the realtor who’d offered to introduce my company to his network. “Y-yes,” I squeaked. I didn’t. So I went home and made this.

Blog it out

This blog post has helped people all over the country. Search “leaning pine tree” (my target long-tale SEO keyword) and you’ll see it shows up well. I even got a thank you email from a guy whose tree was affected by Hurricane Irma.

Collaboration: We had the perfect plan...

It was one of the biggest, pitchy-est trees I've ever had to climb. My hands were sticking to the chainsaw from all the pitch, the ropes were gummed up almost beyond use within minutes. This was going to be a long day...

But we had a perfect plan. Alex, Cameron and I had spent the morning in front of a whiteboard drawing out the rigging plan. There was a house beneath this tree, so I would have to climb and carefully lower out logs. But because the whole trunk bent right over the top of the house, we couldn't lower wood straight down. And there was no adjacent tree to work with. We needed something outside the box.

I'd heard of a solution called "double whip and tackle rigging." A technique borrowed from the sailing industry. I drew it out on the whiteboard and asked the guys to check my logic - "is there anything I'm not thinking of?" "Does this make sense?" We drew, erased, redrew until we had a setup that made perfect sense to all of us. Then, off to the job. Soon I was 80 feet up the tree setting up my part, while Alex and Cameron worked to get the ground elements in place. Eventually, we were set to take the first piece. We talked it through once more...

Me: "Cameron, you'll be pulling the tagline from over there. Not too much pull, just get it committed.

Alex, what do you think about standing right there in case that line breaks?

Do you think it will clear the house if I cut right here?

Alex: "Oh yeah, it will clear for sure. I'm actually going to stand here and exit that way if I need to"

Me: "Okay" Final visual check... I'm nervous - we all are. New, complicated rigging technique and high stakes.

"Ready?"

Cameron: "Ready"

Alex: "Ready"

Me: "Back cut!"

...then I almost killed Alex. (Taking ownership)

Chainsaw screaming, sawdust flying, the piece – committed – sailed in slow motion away from me. It's a big log – about 1,200lbs. I remind myself that every part of our rigging system can take far more than that.

But the line goes taut and the piece only slows. I see alex jerk forward. The log keeps falling... A booming thud as it crushes the walkway.

Long day indeed.

We stopped and talked it through. Everyone was shaken. Not enough friction on the lowering device – Alex wasn't able to manage the weight by himself and he was almost pulled into harm's way when he lost it. "Damn," I thought. "I should have caught that."

You know what's great? We all thought that: "I should have caught that." That's "taking ownership" in action.

That afternoon, back at the shop, we had a stayed late to replay the whole thing – pulling out every lesson we could find.

We should have talked about the friction he'd need.

He should have been standing in a different spot in case this happened.

I should have communicated the size of the piece better.

It was a very close call and we learned a lot from it. In the end, the rigging technique was a life-saver and now a part of our toolkit, once we figured out the finer points.

I took care of hiring out the repairs and the customer was still thrilled with everything. She's even one of our testimonials.

And, most importantly, Alex is alive and well.

When you give your customer lemons...

Uh Oh... we dinged a client's car with a tool.

You'd think we'd have an angry client, right?

When you give your customer lemons... ...help her make lemonade

Wrong.

The client was touched by our honesty in telling her and my candor throughout the insurance process.

And the insurance adjuster?

In all her years in the business, she said she's never seen an insured (me) as committed to helping the claimant (client) through something like this as I'd been.

Neighbors on the brink

You'd be surprised how often trees create drama.

Once, a woman called me ready to sue her neighbor for tree issues. I helped her to understand the issue from her neighbor's perspective then redirected to find a pruning solution that would work for all parties.

She now calls me **the Gandhi of Trees**.

The divorce tree

A married couple walked me to their backyard.

“It’s coming out,” he said.

“Like hell it is!” She shouted.

And they pointed to what they called - “the divorce tree”

They were sure there was no workaround. And neither would budge.

I spent some time asking questions to understand what each of them was **really**
after.

Once I understood what each wanted, I could propose ideas and solutions.

In the end, I found a pruning solution that both parties loved.

In their own words (seriously) - “**you saved our marriage.**”



*No
Kidding!*

Scrappy, empathetic and always learning

With a mind for business and a heart for people, I'm eager to focus on designing better solutions, systems and strategies to solve business problems.

I built my business by focusing deeper in the customer funnel than most. **I understand the connection between customer experience and sustainable business growth.**

I'm scrappy – always searching for a better way and thinking outside the box. **I'm empathetic** – habitually putting myself in other's shoes to understand their point of view. **I'm always learning** – you'll rarely meet someone more dedicated to continual self-improvement. Ask me what I'm thinking about lately.

And for fun I...



Thank you for looking!

Dan Oliver

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