

SENDHUB & LAWN LOVE

San Diego Startup Uses Text Message to Pioneer On-Demand Lawn Care

“We are bringing a high tech solution to a traditionally low tech industry,” says Jeremy Yamaguchi, Founder of Lawn Love. “SendHub allows us to communicate directly with lawn techs via text or voice, and they don’t even need a smartphone.”

Lawn Love is like Uber for lawn care: customers go online to request service and after a few simple steps, a lawn tech arrives at their yard. This business model is the new norm for dispatch and delivery companies, and the entire industry is running on a secret ingredient: text message communication. Like Washio and Lyft, Lawn Love is using business SMS to empower hundreds of lawn techs across 17 cities. It’s not just a team of gardeners: it’s on-demand lawn care with a new level of customer service. Now that’s a revolutionary approach to yard work. .

 **LAWN LOVE**

uses

SENDHUB
MESSAGING

to

communicate with
people in the field

CHALLENGE

Looking for a Better Way to Text.

Business grade text messaging enables Lawn Love to deliver faster-than-ever service while SendHub's all-in-one system makes sure nothing falls through the cracks. But it wasn't always this easy. When Lawn Love started out, the operations team shared one smartphone for sending and receiving hundreds of internal SMS. This posed several challenges:

- Only one agent could manage business texts at a time
- No ability to create groups or search for conversations by job
- Lawn techs left standing around waiting for further instruction
- Thousands of dollars lost to inefficient operations each month

Lawn Love needed bulletproof internal communication to provide its two minute quotes and on-demand dispatch to customers. After some searching, SendHub turned out to be the perfect fit.

“Before SendHub, all communication with field staff was funneled through one iPhone. As we scaled that became untenable. With SendHub, our operations team can now write and launch text messages from any computer - this is a big game changer for us.”

Jeremy Yamaguchi,
Founder, Lawn Love



www.lawnlove.com

HEADQUARTERS

San Diego, CA

DESCRIPTION

Lawn Love is an online lawn service and care provider -

EMPLOYEES

17

CATEGORY

Service Industries

KEY BENEFITS

- Sort, search and resolve driver requests in web app
- Send & receive SMS on computer
- Manage higher volume of texts
- No hardware purchase needed
- Real-time internal communication

SENDHUB FEATURES

- Online messaging hub
- Mass SMS to geographic groups
- Central dispatch phone number
- Easily switch to voice call

Solution

One Online Messaging Hub for All Texts.

Within minutes of signing up for SendHub, Lawn Love expanded its texting power from one iPhone to an unlimited number of devices including desktop and laptop computers. Now one agent can log into the central web application to manage California jobs while another can send and receive professional SMS for all Texas jobs. Lawn techs have newfound confidence that dispatch updates are just a text message away, whether they're whacking weeds or driving between properties.

"The user interface is very intuitive. It took about five minutes to import contacts via CSV file and organize them into two groups: individual lawn techs and lawn techs by region. It was a breeze."

Lawn Love signed up for SendHub as a business class texting solution and has found the voice features to be an added bonus. When back and forth messaging gets too complicated, dispatchers and lawn techs can use the SendHub professional phone number to launch a quick voice call.

Other benefits of upgrading to SendHub include:

- Lawn techs can use any device for instant SMS support
- Unlimited number of agents can respond to text requests at once
- One-click mass messaging to all lawn techs in a geographic area
- Geographic regions divided by group for easy call routing
- Seamlessly integrates with existing CRM and desktop phone system

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Jeremy Yamaguchi,
Founder Lawn Love

RESULTS

Less Overhead & Better Customer Service

With a unified cloud system for managing text message dispatch, Lawn Love has seen instant results. The operations team and lawn techs have direct, clear internal communication and those benefits are trickling down to the customer.

Lawn Love reports measurable improvements in team performance, including:

- More efficient operations and better customer service
- Dispatch agents have direct line to field staff all day long
- Real-time support helps lawn techs get it right the first time
- Easily scales with growing team and geographic areas

“We were paying thousands of dollars a month for lawn techs to fix problems arising from miscommunication. With SendHub, fewer things fall through the cracks, and we’ve been better able to serve our customers as a result.”

Jeremy Yamaguchi,
Founder and Lawn Love

Now lawn techs can get updates on the go and dispatchers can coordinate jobs using a user-friendly tool. With an organized communication hub for funneling internal SMS and voice calls, Lawn Love is ready to keep growing.