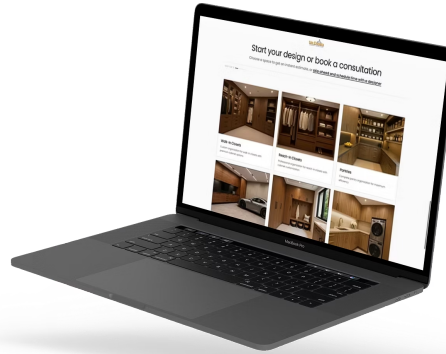


# The Customer Experience Checklist for Service Brands Looking to Scale



Modern customers want speed, clarity, and control when buying local services. This checklist simplifies key data from three successful field pilots into clear, repeatable actions—upgrading your digital storefront from a basic quote form into a powerful booking tool.



## Click-to-Buy

Swap "Request a Quote" with instant booking. Link tools directly to local search listings.

13% → 25% CONVERSION (HEROES LAWN CARE)



## Services First, Data Second

Show solutions and add-ons before asking for personal data. Reorder checkout to put visual menus first.

+225% CHECKOUT VIEWS (DVSH)



## Self-Service Builders

Offer 3-step configuration (space type, size, and finishes) so customers feel in control of their purchase.

10% → 21% ON-SITE CONVERSION (UPCLOSETS)



## Transparent Pricing

Display clear "starts-at" pricing upfront based on simple user choices—helping households align on budgets before booking.

63% SAME-DAY SALES CLOSE RATE (UPCLOSETS)



## Built-In Recurring Revenue

Introduce automatic annual, seasonal, or monthly subscription plans at checkout. Use safety-focused messaging to drive opt-ins. Add a simple recurring checkbox at the final booking step.

15% → 23% SUBSCRIPTION SIGN-UPS (DVSH)

## Technical Speed & Proven Benchmarks

Infrastructure decisions directly determine whether visitors become booked jobs. These three technical actions — drawn from live pilot data — eliminate the friction that silently kills conversions.

1

### ⚡ Page Load Under 100ms

Use server-side page caching to ensure mobile pages load almost instantly. Slow load times lose clients before they see your brand.

CUT PRE-CHECKOUT DROP-OFFS BY 90%

2

### 📅 Shorten Booking Windows

Connect live crew availability via scheduling APIs. Offering slots within the next 3 days yields dramatically higher completions than booking a week out.

30.2% VISITOR BOOKING RATE

3

### 📧 Automated Abandoned Booking Emails

Launch an automatic email reminder within 1 hour for customers who enter their email but exit before the confirmation screen.

RECOVERS HIDDEN PIPELINE VALUE

## Proven Benchmark Targets

2:00+

### Avg. Engagement Time

Visitors who stay longer convert at significantly higher rates.

<100ms

### Page Load Target

Server-side caching keeps your storefront lightning fast.

5x

### Average Digital ROI

Return on investment achieved across field pilot programs.

✅ These actions are repeatable and proven. Start with one change — swap your quote form for a booking link — and measure the impact within 30 days.