



ROOKIE OF THE MONTH

THORNTON & GROOMS

FEBRUARY 2017



Serving the Detroit Metro area.

About Thornton & Grooms

Thornton & Grooms has been going above & beyond for their customers for 80 years. With NATE certified technicians, they are living up to their slogan of “We Are Your Home Service Professionals!”

Matt Bergstrom & Jodie Theis



LIVE FOR 7 MONTHS

Launched
07/28/2016

Present
02/2017

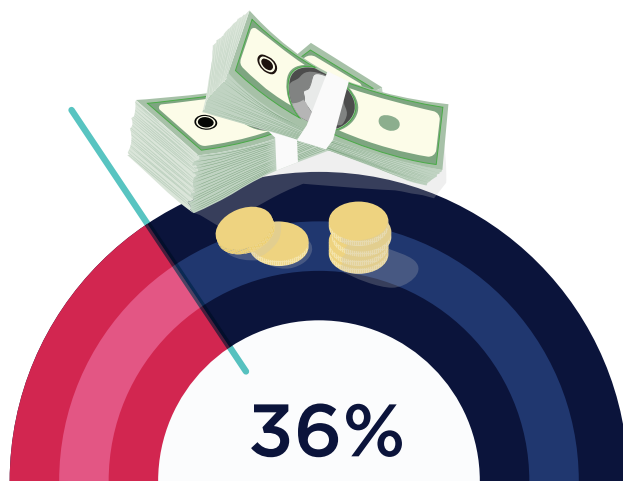
Hear from the Owners

We’ve seen an improvement in efficiency within every department of our company. Our field staff is reporting a savings of over ten minutes of administrative time per appointment. They also appreciate how user-friendly the software is. Actual phone calls to dispatch have been reduced by about 75% due to the SMS communication feature, as well as the real-time updating between field and office. CSRs are reporting that booking appointments is more simplified than with our prior software, and their average call duration has been reduced. As a company, we’ve been able to take more steps toward being paperless using ServiceTitan, and we have been able to reduce email traffic due to customized forms that attach to the jobs within the software. Getting and sorting data is a lot easier with the help of the robust search feature and being able to export search results and reports to Excel is a great feature for managers. On-boarding all new employees is a much faster process than ever before due to the simplicity of the software.

ServiceTitan Integrations



GREW THEIR REVENUE
36% in less than
1 YEAR



Comparing their second quarter after going live on ServiceTitan to the same quarter the year prior.

Fun Facts

WAYS TO USE SERVICETITAN

We utilize many of the features ServiceTitan offers, including forms, triggers, reports, and most recently, we have turned on the truck stock replenishment feature. We anticipate this changing our business by helping us streamline the ordering and replenishment of materials, as well as allowing us better tracking of these costs. ServiceTitan is a very progressive company, which fits with our company’s desire to change and grow. We utilize a system called Entrepreneurial Operating Systems for small businesses (EOS). This system focuses on setting annual company goals, then breaking them into manageable 90-day pieces. When it came to implementing ServiceTitan, we utilized the EOS model and took what would otherwise be a monumental task and turned it into digestible steps, which made executing Service Titan companywide a smooth process.

ABOUT THORNTON & GROOMS

We’ve been serving the communities of Metro Detroit since 1937. To foster customer relationships and give back to our local community, we began our Hearts and Heroes program. This program is driven by our customers who nominate local charities close to their hearts. Each month we select two nominees and conduct an online vote to determine the winner of a \$1,000 check.

Member of Partnered Associations:

