



Housecall Pro

Sonlight Services Moves
Past Pen and Paper—All
Thanks to Housecall Pro



Case Study: Sonlight Services

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Section 1

The Challenge

When Harold Case bought **Sonlight Services** in 2021, it was already one of the most proven septic pump companies in the broader Lancaster County, Pennsylvania, region. The company had three trucks, a dedicated team of technicians, and annual profitability between \$8K and \$9K each year. But there was one thing Sonlight Services lacked: A smooth and efficient way to keep up with work orders, to dispatch trucks effectively, and to follow up with customers after their initial service call.

To say that Sonlight Services relied on primitive methods might be an understatement. Their system involved work orders written on strips of paper that were then affixed to an old bulletin board. In the morning, technicians would simply grab the slips they wanted to handle that day—a dispatch method that was haphazard, to say the least.

With this old-fashioned system, Sonlight Services was inconsistent in how quickly they responded to job requests. Even more problematic was the fact that they had no way of recording customer histories, making it challenging to provide customized care or follow-up for recurring appointments effectively.

Section 2

The Solution

Harold knew that embracing a more cutting-edge system would help streamline scheduling, enhance customer service, and ensure more consistent follow-ups. He chose **Housecall Pro** on the basis of its competitive price point and overall value, plus the easy and intuitive interface.

While some of Harold's technicians were initially skeptical about abandoning a familiar methodology in favor of more advanced tech, they acclimated quickly and ultimately found that Housecall Pro made their jobs easier. The software has provided Harold and his team with a better handle on scheduling, managing customer relationships, tracking calls, and ensuring jobs are completed in a timelier manner.

Harold and his team have especially benefited from Housecall Pro's automated follow-up capabilities, which make it seamless for Sonlight Services to send emails, text messages, and phone calls to potential leads and past customers. "Being able to follow up and say, 'Did you know it's been three years since your last septic service' has been a game-changer for generating repeat business," Harold said.

Housecall Pro offers a number of other features that have helped Harold and his team ensure higher standards of customer service, all while dispatching trucks more efficiently and keeping their sales pipeline full. Examples include:

- **AI call answering**, making certain that anyone who calls after-hours is given the information they need (and verifying that their information is captured for prompt follow-up).
- **Automated dispatching**, ensuring trucks are sent to jobsites in a timely manner and technicians are equipped with detailed information about the customers they are serving.
- **Online appointment-setting**, providing local home and business owners with an easy way to get the septic care they need, when they need it.

All these features have transformed the way Sonlight Services nurtures leads and builds out a robust database of recurring customers.



Section 3

The Results

Since abandoning their corkboard in favor of Housecall Pro, Sonlight Services has dramatically increased its ability to retain customers and build its business—the company has expanded to five trucks, a broader market, and annual profitability totaling more than \$1.8 million. Housecall Pro has also empowered them to increase their favorable reviews on Google from 50 to more than 800, a significant reputational advantage.

Additionally, the team's improved efficiency has opened new opportunities for them to diversify their service lines. Where once Sonlight Services offered septic cleanings only, now they offer portable restrooms, septic repair, and septic installation. They have grown into a truly full-service septic company, in no small part thanks to Housecall Pro's all-in-one solutions. ■

A super way to streamline and organize estimates/jobs with super automations to remind our customers of our proposals. An awesome way to keep ourselves in front of the customer.

Harold C.

Sonlight Services LLC

Owner