

Case Study

Scaling Handyman & Tools for success in the competitive maintenance industry

Client: Handyman & Tools

A Dubai-based home maintenance service offering painting, plumbing, electrical work, glass, carpentry, and more.

Objective: Handyman & Tools wanted to position themselves as the go-to maintenance provider in Dubai and scale their operations efficiently. While they had a solid customer base, they struggled with visibility, customer retention, and systematizing their processes. They sought guidance on improving business growth, digital presence, and operational efficiency.

Challenges:

1. **Operational Inefficiencies:** Limited digital tools for tracking bookings, managing schedules, and handling customer requests.
2. **Customer Retention:** Despite offering excellent services, the company had no formal loyalty or retention programs.
3. **Brand Awareness:** The company relied heavily on word-of-mouth marketing, with minimal online visibility.
4. **Diverse Services Management:** Offering multiple services (plumbing, electrical work, carpentry, etc.) without a clear structure led to inefficiencies in workforce allocation and service delivery.

Our Solution: A 360° Growth Strategy

PHASE 1: DIGITAL TRANSFORMATION & AUTOMATION

We helped Handyman & Tools implement a customized booking and customer management system. This system automated appointment scheduling, service follow-ups, and customer reminders, integrating it with their website to offer seamless online booking. Additionally, we introduced a mobile app that allowed customers to request services, track appointments, and provide feedback. The app included push notifications for service reminders and promotional offers.

Key Result: Increased operational efficiency by 30%, reducing manual errors and missed appointments.

PHASE 2: BUILDING A STRONG DIGITAL PRESENCE

To boost brand visibility, we revamped the company's digital marketing strategy. We launched targeted ad campaigns on social media platforms like Instagram and Facebook, which are highly effective in Dubai's market. Additionally, we optimized the website for SEO to increase organic traffic and developed a content plan that featured case studies, customer testimonials, and service highlights.

Key Result: 40% increase in online inquiries and a 25% boost in monthly traffic within three months.

PHASE 3: SERVICE PACKAGING & CUSTOMER RETENTION PROGRAMS

To enhance customer retention, we developed structured yearly packages (Silver, Gold, and Platinum) that bundled essential services like AC maintenance, emergency handyman hours, and special perks like glass cleaning. We also launched a loyalty program, where repeat customers earned discounts or additional services.

Key Result: 20% increase in customer retention and a 15% increase in overall revenue from the premium packages.

PHASE 4: FEMALE PROFESSIONAL AGENTS INITIATIVE

To differentiate the company from competitors, we emphasized Handyman & Tools' unique selling proposition of offering female professional agents, an underserved demand in the local market. We created marketing campaigns to highlight this service, tapping into a niche market that values this personalized offering.

Key Result: A 25% increase in female-led households and expats choosing the service for the first time.

Results:

- Revenue Growth: Handyman & Tools saw a 50% revenue increase within six months, with their premium packages (Gold and Platinum) driving a significant portion of this growth.
- Customer Satisfaction: A new customer satisfaction survey system revealed a 95% satisfaction rate, with glowing feedback from new and returning clients.
- Expanded Workforce: Due to increased demand, the company hired 15 additional technicians and expanded its service coverage across new areas in Dubai.

Conclusion:

Our growth strategy transformed Handyman & Tools into a digitally savvy, customer-centric brand with a solid reputation in Dubai's competitive maintenance industry. With streamlined operations and an enhanced digital presence, they are well-positioned for sustained growth and continued market dominance.