

Furnace Family improved customer engagement & online reputation

FURNACE FAMILY





Company Snapshot



Furnace Family is an HVAC business based in Edmonton, Canada. The business takes pride in providing superior customer service, trademanship, and 100% satisfaction.

LOCATION

1

BIRDEYE CUSTOMER SINCE

Oct 2019

BIRDEYE PRODUCTS USED



Listings



Reviews

Background

In order to better achieve their goals, Furnace Family wanted to do two things. First of all, the team wanted to connect with customers through the ability to generate reviews and receive feedback. Next, the team wanted to collect social proof in order to build credibility with prospects.

Previously, Furnace Family was using Podium to handle its customer review and communication needs. Unfortunately, the business was just not getting the results that it was looking for. The Podium dashboard did not give the team the functionality they were looking for when it came to sending text messages and managing reviews. So the team decided to turn to BirdEye.

BirdEye provided Furnace Family with everything that Podium did not: an easy-to-use dashboard, the ability to communicate with customers via email and text, and custom reporting so that team members could keep track of online reputation.

“There’s three things we found with BirdEye that were **beneficial for any small business owner**: The ease of using the dashboard, the ability to send texts and emails, and the ability to turn negative situations around.”



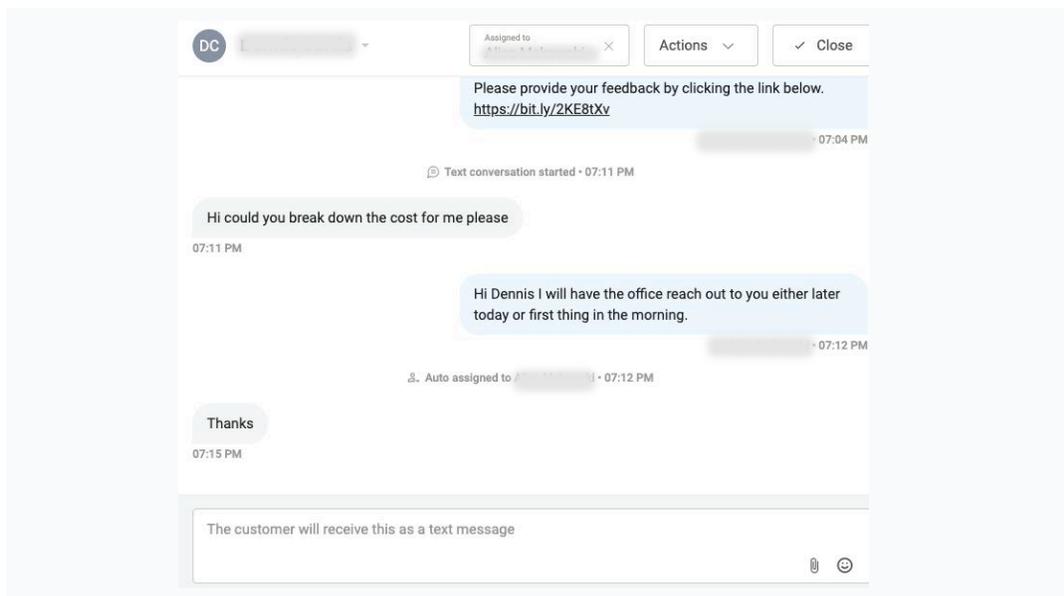
ALISA MAKOWSKI, MARKETING DIRECTOR



Communicating with customers and prospects

Furnace Family wanted to make sure that it could stay on top of all customer messages on channels like text and email. While previous solutions did not satisfy the company's needs, BirdEye did.

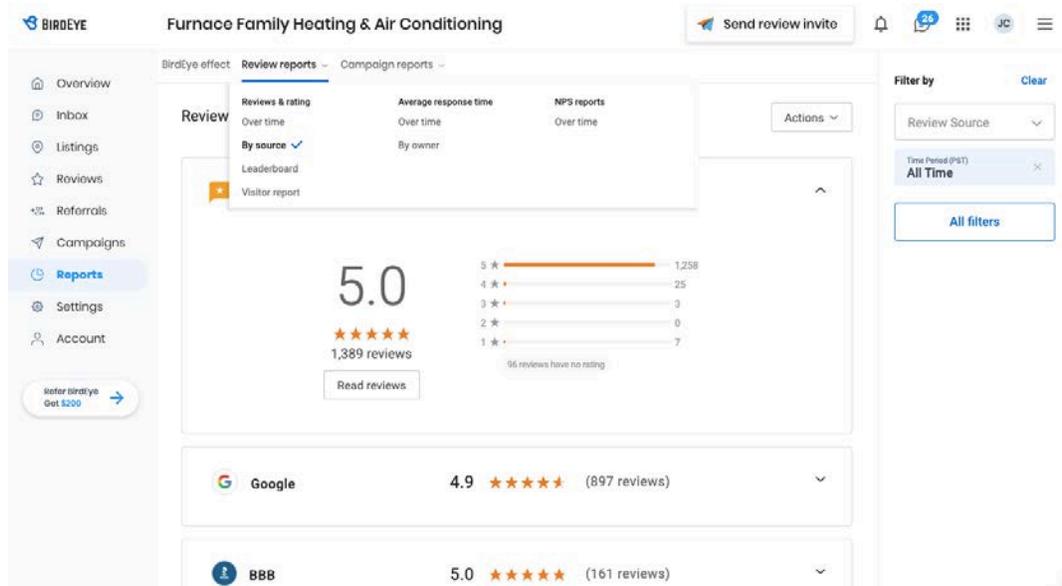
The BirdEye Inbox allows Furnace Family to communicate with customers through Facebook Messenger, text, email and website chat- all in one place. Team members can easily communicate with customers who reach out on any of these channels with questions, comments, and to respond in a very timely fashion.



Automatic integration

Furnace Family loves that BirdEye has an integration with the business system they use, Service Titan. This allows the business to send review requests automatically. Now, customers get review requests the same day as a service appointment without team members having to lift a finger.

As a result, the business is able to collect hundreds of reviews from customers. Since starting with BirdEye, Furnace Family has gotten more than 800 reviews on Google. Now, the team finds that the majority of new customers say they found the business through online reviews.



Collecting direct feedback from customers

Unlike Podium, BirdEye offers businesses the opportunity to collect Direct Feedback, a feature that competitors do not offer. When customers submit feedback, it does not go on a review site but rather goes to the business owner directly. Sometimes, both happy and unhappy customers have feedback that would better be handled privately than in a public setting. Having this option gives Furnace Family the opportunity to respond to this kind of feedback constructively.

Google ★★★★★ May 14, 2020 - Ron Szabo

Very happy with my overall experience. Ron Szabo and Michael Ebarhart were awesome. Had a complete furnace replacement (part of an old boiler system), added an A/C unit with a better filter and humidifier unit for the furnace, and added a hot water tank. Fast, clean and very professional install. Nice to see tradesmen using a level on their pipes too. Two huge thumbs up.

replied on **Google** May 28, 2020 08:27 PM (PST)

Thank you Martin, truly appreciate feedback and kind words, they mean a lot to our team. Thank you again for choosing Furnace Family and welcome to the family!

Direct feedback May 14, 2020 - Ross Junk

Integration Trigger Completed Job

All went well no complaints from us, however we were wondering if there is a chance we could get a a/c unit cover? Ross mentioned the cover although it wasn't promised it would be nice to have for winter.



Looking at BirdEye review reports

With BirdEye, Furnace Family could easily understand the impact that BirdEye was having on their business. BirdEye's review reports give the team visibility into changes in the business's online reputation.

BirdEye review reports allow the team to see how many reviews they have received and where these reviews are coming from. If Furnace Family wants to see how many reviews they're getting over time and the source of these reviews, they can do so by simply pulling up the relevant report.



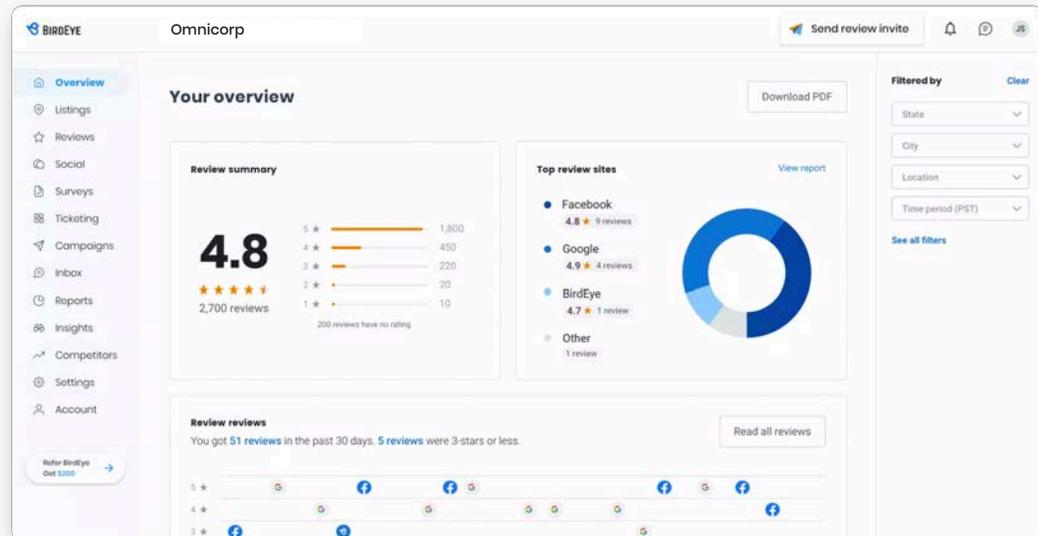
Why BirdEye was the best choice for Furnace Family Heating & Air Conditioning

After just a few months of using BirdEye, the team at Furnace Family was convinced that they had made the right decision. BirdEye's comprehensive customer experience platform helped the business get discovered in search results and get connected with customers.



About BirdEye

The customer experience platform to be found online, be chosen with interactions, and be the best business.



BirdEye is a comprehensive customer experience platform. Businesses of all sizes use BirdEye everyday to be found online through reviews, be chosen by customers with text messaging interactions, and be the best business with survey and insights tools.

BirdEye's all-in-one CX and ORM platforms includes: review monitoring, review generation, review marketing, business text messaging, bulk messaging, textable landline numbers, web chat, live chat, a centralized inbox, customer surveys, customer support ticketing, listings, business insights, and competitive benchmarking.

BirdEye was ranked #1 in Online Reputation Management (8 consecutive times) and #60 in the "100 Best Software Companies" in the world by G2.

Want to learn more? Head to our website and see why over 50,000 businesses trust BirdEye to help them be found, be chosen, be connected, and be the best.



BirdEye Products

BirdEye is the only comprehensive platform for customer experience that offers a range of products that scale with your business.



Listings

Manage your business listings on 50+ sites to rank higher everywhere online. Dominate local SEO with your custom BirdEye profile.



Reviews

Get customer reviews on sites that matter to your business and boost customer happiness by leveraging feedback from 150+ review sites.



Referrals

Let your customers refer your business to their family and friends and get new customers through word of mouth.



Interactions

The single customer interactions software for your team to connect with leads and customers through text, live chat, video and bulk messaging.



Surveys

Connect with your customers at any point in their journey by engaging at the right time, in the right channel, with simple and effective surveys.



Ticketing

Convert reviews, social mentions and survey responses into support tickets and solve issues before they escalate.



Insights

Dig beneath reviews, ratings, customer feedback, and survey scores to discover what's working, what's not, and where.



Benchmarking

Analyze your competition through customer feedback to understand where you rank in your industry and leverage competitive insights to get ahead.

See how BirdEye can help you grow your business!

Call us at **1-800-561-3357**, **schedule a demo** or visit **www.birdeye.com** for more information.