



How Bloomin' Blinds partners with Dispatch to conquer "Big, Hairy, Audacious" Goals

"We would like to be the new, modern version of window coverings—not only in our business model, but in our technology and how we handle ourselves and our customers. **Having Dispatch is helping us make progress toward our goals.**"

-Kelsey Stuart, CEO Bloomin' Blinds

The Problem:

Fast-growing franchise Bloomin' Blinds needed a software solution that could help them raise the bar in the window coverings industry. With sights set on "explosive growth," Kelsey wanted a solution that would:

- Give him **visibility into franchise owners' operations**
- Help him **attract new owners**
- Enable him to **improve the customer experience**

"I needed a tool that would **demonstrate our concern for quality**, not just in our products and service, but in our customer communication as well. Dispatch delivered."

The Dispatch Solution:

With tools for both the corporate office and the franchise owners, **the Dispatch platform** gives Kelsey and his team unprecedented visibility into their franchise owners' operations. "The Dispatch platform has a wealth of information," says Kelsey, **"it's clear that there's no shortage of data available."**

82 % Increased Review Volume

Requesting surveys via Dispatch significantly increased review volume

The franchise owners themselves also use the solution to build up their own businesses. **"It's a tool to help the franchise owners run their business**, and they appreciate it for that," says Kelsey. "They also love the simplicity, clean look, and intuitive nature of the software. Most of them were able to figure it out in fewer than 10 repetitions. Across the board, it's 100% a win."



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"Since we launched it for our franchise locations, **we've seen a substantial increase in conversion** because it gives the consumer a sense that things are in motion even in off-hours, reducing the need for them to look at other providers. We can capture the customer when they're ready, not just when we're open."

The Results:

In less than a year, Dispatch's customer-facing features have increased customer conversion and satisfaction. For Kelsey and team, the online booking page in particular has had a large impact.

"We absolutely use **Dispatch as a tool for our franchise growth**. This kind of innovative technology and customer experience. There's no doubt, Dispatch is helping us make progress toward our goals."

Positive customer reviews have increased, says Kelsey, showing that customers appreciate the new features as much as the franchise owners do.

With many automated and tech-enabled communication elements, including automated reminders and on-my-way notifications, Dispatch helps Bloomin' Blinds **leave a positive impression well before the first service appointment**.

27 % Location Growth

9 Additional locations opened since Dispatch was implemented

1/4 ★ Increased Google review rating

Grew Google review star rating from 4.7 - 4.85 across all locations

1/4 ★ Higher rating per-appointment

Jobs completed through Dispatch showed a higher star rating than those not

"By the time we ring the doorbell, the customer has already had four or five positive interactions with Bloomin' Blinds, and that's **a great way to win business**."