



TITAN OF THE MONTH

BLANTON'S AIR, PLUMBING, ELECTRIC

MARCH 2017



About BLANTON'S AIR, PLUMBING, ELECTRIC

Blanton's Air, Plumbing, Electric has been serving their community's PHE needs for over 65 years. With NATE certified technicians, they uphold old-school standards of service with new-school 'green' technology.



Serving Fayetteville, North Carolina

William BLANTON



Hear from the Owner

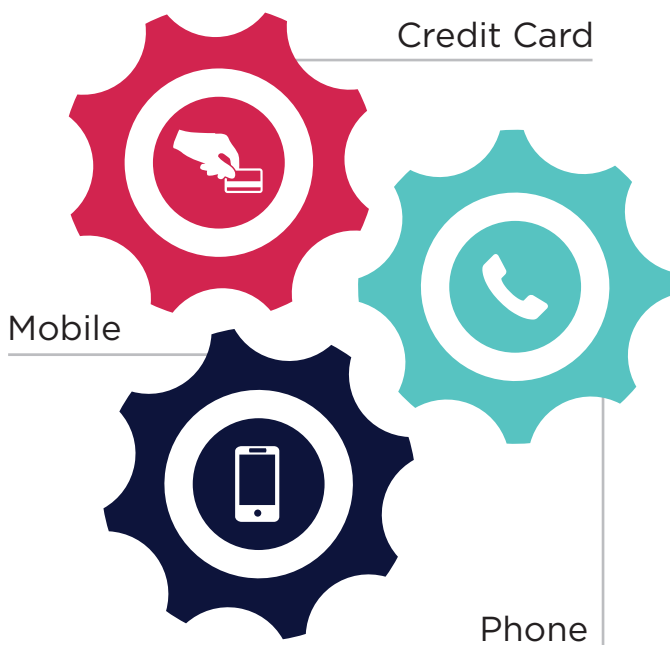
Since joining ServiceTitan, we have seen all aspects of our business improve. Our marketing campaigns are more efficient, and our techs are closing more leads. Since everything is online, we are able to react quicker because we see what's happening by the minute in real time. The phone integration has made call center coaching much simpler, and their integrations with GreenSky, ReviewBuzz, credit card processing, etc. have greatly increased our productivity.

— LIVE FOR **29** MONTHS —

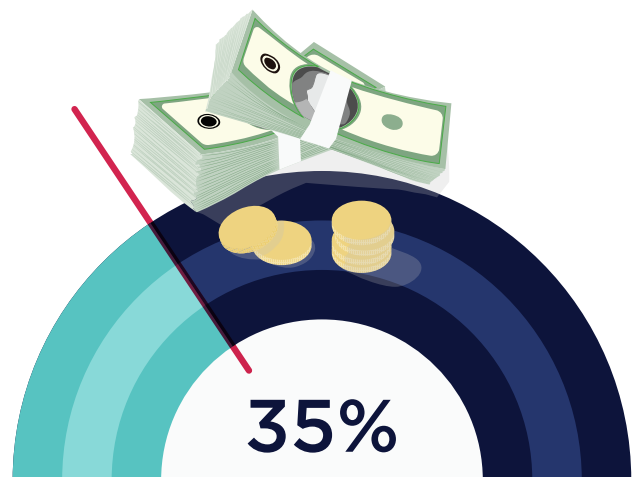
Launched
OCT 2014

Present
MAR 2017

ServiceTitan Integrations



GREW THEIR REVENUE
35% IN JUST
1 YEAR



Comparing their first year after going live with ServiceTitan to the next year.

Fun Facts

WAYS TO USE SERVICETITAN

We leverage tags in ServiceTitan in several different ways. One way is for the call priority system we use that allows dispatchers to see the priority number tag and instantly know which calls need to be handled immediately. We also use tags to identify customers that have equipment that has been designated by the manufacturer as needing a specific service and to identify customers that may need a filter and or maintenance kit during their maintenance job.

ABOUT BLANTON'S AIR, PLUMBING, ELECTRIC

Blanton's was started by my grandfather in 1951 after using his GI Bill to go to refrigeration school once the war ended. When he started out, there were two homes with air conditioning in Fayetteville. As we've grown, our commitment to veterans has never wavered which is why our team is 25% veterans. We are very dedicated to employing veterans and helping them transition into the trades. Some of our team members are on the board for Troops to Trades, a nonprofit that provides grants and scholarships to veterans.

Member of Partnered Associations:

