

# Customer Revenue Insights

A study of data relating to customer revenue before and after switching to ServiceTitan home services management software.

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## Introduction

The purpose of this study was to quantify the revenue increase companies saw at the time they switched to ServiceTitan home services management software.

At the outset of the study we were not trying to draw any conclusions based on causation. We simply wanted to see how much revenue increased (or decreased) after switching platforms.

It was not until we began running the numbers and seeing just how much average revenue grew year over year for companies joining ServiceTitan that we decided to look back into the data further to see how much they grew on average the year before joining ServiceTitan.

It is these results that follow. We present these data with limited conclusions, knowing that even with a strong circumstantial case for direct causation, it would be premature to paint too fine a line. Instead, we will let the results speak for themselves. On average customers increased quarterly revenue 20% one year after switching to ServiceTitan, and customers who utilized all of ServiceTitan's features, including Phone Integration and Mobile, increased revenue an average of 25%.

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## Methodology

The source material for this study was anonymized revenue data from our customers. Participants represent a random cross-section of ServiceTitan customers.

Data from study participants was assessed for completeness and accuracy. Outliers resulting from possible bad data were eliminated from the dataset.

In order to account for seasonality, we totaled quarterly revenue for study participants, then compared the last full quarter of revenue prior to a customer activating ServiceTitan to the same quarter one year later. For example, for our sampled customers who activated ServiceTitan in Q2 2014, we compared Q1 2014 gross revenue to Q1 2015.

<b>Quarter Customer Went Live</b>	<b>Prior Quarter (Quarter X)</b>	<b>Quarter in the Following Year (Quarter Y)</b>
Q4 2014	Q3 2014	Q3 2015
Q3 2014	Q2 2014	Q2 2015
Q2 2014	Q1 2014	Q1 2015
Q1 2014	Q4 2013	Q4 2014

Next, we aggregated the various cohorts together to arrive at average year-over-year changes.

Results are based on a sample size of 80.

## Results

### All Customers Using ServiceTitan

The first group we analyzed was the entire sample set. We looked at how much revenue increased year over year for all participants after switching to ServiceTitan.

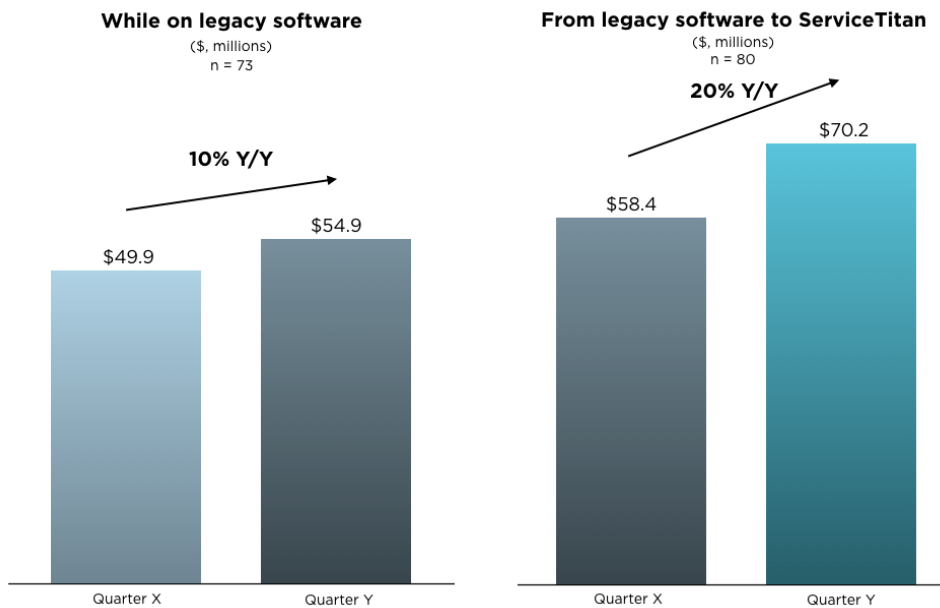
From the last quarter prior to their switch to ServiceTitan versus a year later, customers using ServiceTitan grew revenue 20%.

Year over year gross revenue changes ranged from -51% to 255%. The median change was 17%.

The next data point involved looking back one year prior to the sampled data to find the quarterly year-over-year revenue change under the customer's legacy software. When these numbers were pulled, we learned that average revenue growth for the final year on legacy software was 10%.

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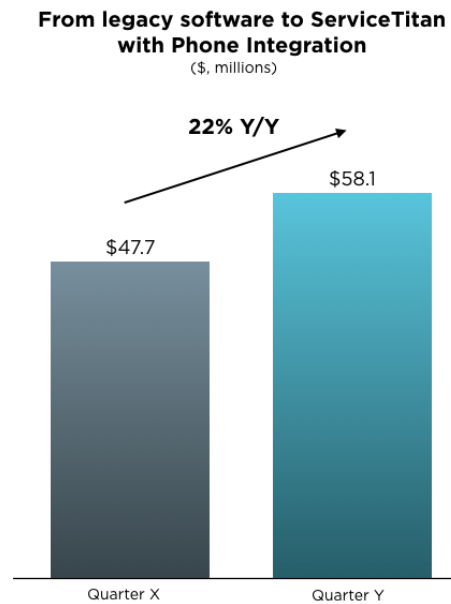
On average, customers increased year-over-year revenue growth from 10% to 20% after switching to ServiceTitan.



## Phone Integration and Customer Revenue

When we filtered the data set for customers using our Phone Integration feature, the revenue gains increased even further.<sup>1</sup>

Customers using ServiceTitan Phone Integration grew an average of 22% year over year when they switched to ServiceTitan.

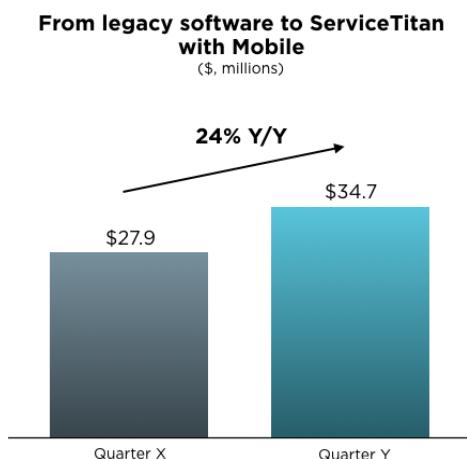


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[Click here](#) to learn about ServiceTitan's Phone Integration.

## Mobile Adoption and Customer Revenue

Next, we filtered for customer using our Mobile feature for technicians in the field. Customers using ServiceTitan Mobile grew an average of 24% year over year in their first year with ServiceTitan.



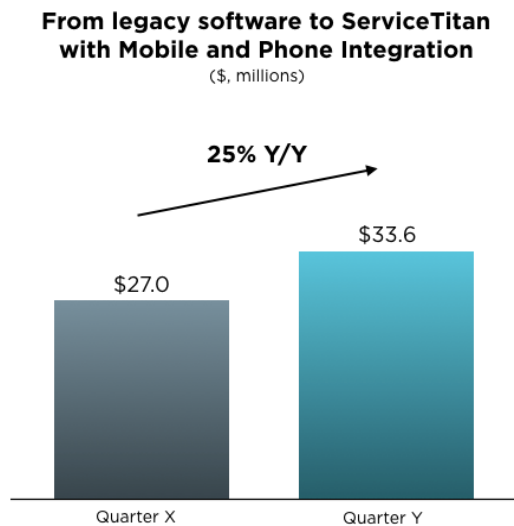
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[Learn more](#) about ServiceTitan's new Mobile App 1.0, available for iPad and Android.

1. Mobile usage is defined as >75% adoption of mobile across company. Adoption is calculated as a percentage of the number of technicians with mobile licenses over the total number of registered technicians on ServiceTitan. Additionally, the query used only captures data for customers with completed jobs in the past 14 days of the date the data was generated.

## Revenue Based on Combined Mobile and Phone Integration

When looking at customers who use both ServiceTitan's Mobile and Phone Integration the results are even more striking. Customers using all of ServiceTitan's products grew revenue by 25% on average in their first year after switching software.



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Visit [ServiceTitan.com](https://www.servicetitan.com) to learn how the world's #1 software platform for managing a home services business can help you today.

## Conclusion

Our research shows that customers who launch ServiceTitan home services management software saw a doubling — from 10% to 20% — in quarterly year-over-year revenue growth in their first year after switching to ServiceTitan. And for those who adopted both Mobile and Call Tracking, that increase in revenue reached 25% year over year.

While the primary purpose of this study was not to attribute causation, conclusions may be drawn by some about the common cause in the rate of revenue growth that all these companies share -- their switch to ServiceTitan.

The other main possibility to be considered has to do with the idea that the use of ServiceTitan home services management software is viewed by many in the home services as a best practice, and that these revenue increases can be attributed to adoption of a larger set of best practices by these companies.

To be sure, the authors of this study are not trying to suggest that buying ServiceTitan is, in itself, the cause of the average revenue growth observed. ServiceTitan's software platform is simply a tool that enables companies to execute industry best practices.



