**Starting point web copy to promote your use of ServiceTrade to your customers and prospects.**

**Guidelines**

* Where you see *{italicized content between curly brackets}*, be sure to customize with your information.
* Make it your own! Change wording and phrases to match your brand personality and to speak in the same tone as the rest of your website copy.
* Be sure to remove any features that you aren’t currently using.
* Add any other features that might be important to your audience. For example:
	+ If you’re using the en route notification and you’re getting a lot of praise about it, add it in.
	+ If you are creating your sales presentations in ServiceTrade, you might want to mention it to explain to prospects that they can get a demo of these features.
	+ If you offer additional programs that are enhanced by your use of ServiceTrade (filter exchanges, monitoring, etc.), be sure to mention them, too.
	+ Get the idea?

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**How Technology Helps Our Customers**

*{Our company name}* consistently provides better customer service by using technology to proactively manage our customers' facilities and to earn and keep their trust.

Through the [ServiceTrade](http://www.servicetrade.com/) application, we give our customers:

* *{If you use Service Portal}*An online account available 24/7/365 where they login to see their service schedule and service history.
* Assurance that regularly recurring services will be completed on time.
* Validation through photos and videos that the work we were hired to do was completed to a high standard and to code.
* An after-service report with photos, videos, and audio notes that are always online, and always available.
* eQuotes that contain photos of deficiencies to help facility managers understand the issue.

**Convenient, Online Customer Service**

We collect information during every service call on smartphones and tablets so we can share facility status information with our customers.

* Technicians use smartphones and tablets to take photos, videos, audio notes, fill in forms and other documentation throughout the service appointment.
* Customers review a media-rich work acknowledgment with our technician at the end of the appointment to understand what the technician saw and did.
* If we have to quote repairs, the photos and notes about the issue are used to create the quote, and then visible on the quote for the decision maker.
* Service Link after-service reports are always online and always available so customers can see details about a previous service anytime it’s needed.

**Assurance of Compliant, Operational Systems**

Besides helping us give great customer service, we use [ServiceTrade](https://www.servicetrade.com) to reliably manage our service operations to:

* Know when locations are due for upcoming services so nothing slips through the cracks.
* Give our technicians the facility’s service history in the field.
* Know that our technicians are at the right place, and the right time, and there are no surprises about the service call.
* Promptly alert customers when deficiencies are found. Faster repairs mean that essential systems will be fully operational and compliant.

*{Most customers end this page with a call to action to call, fill out a form, etc. to ask about working with their company.}*