

CASE STUDY

How Mad City Windows & Baths Mastered Customer Feedback and Boosted Loyalty with GuildQuality

56%

Survey response rate

1000+

Employees across the United States

11,697

Surveys completed since joining GQ



mad city
WINDOWS & BATHS

About Company

Since 1998, Mad City Windows & Baths has provided high-quality remodeling services for homes across the Midwest, and continue to expand.

Their focus on customer service and 20+ years of experience make them the premier choice for kitchen refacing, window replacements, and bathroom remodeling.

Founded

1998

Industry

Remodeling

Products Provided

Air handler furnace, **Core**

Customers

Residential New Construction, Multi-Family, and Residential Repair & Remodel

Background

Established in 1998 as a roofing company, Mad City Windows & Baths diversified its offerings to encompass windows, patio doors, kitchen countertops, and bathroom tub and shower remodels. Eager to replicate their achievements and venture into new territories, they partnered with a like-minded company. The partnership has proven highly profitable, resulting in the addition of 11 new markets in the past year alone, with further plans to double their workforce, aiming to employ over 1000 individuals across 21 markets spanning 10 states. Mad City Windows & Baths' journey stands as a testament to their unwavering dedication to excellence and their adeptness at navigating new horizons with confidence.

Challenge

Overcoming Feedback Challenges to Cultivate Customer Success

Mad City Windows & Baths established a dedicated department to handle installations, ensure service completion on schedule, and maintain ongoing customer contact. However, they encountered a noteworthy challenge. Despite their best efforts, customer feedback didn't always align with their internal assessment of service quality.

Brett Schuppener, a Customer Success Specialist, played a central role in this situation. He took charge of gathering feedback, managing reviews, securing referrals, and driving expansion into new markets. Reflecting on the issue, Brett emphasized, "We needed to take our customer feedback and work to improve on the next service."

With a significant growth trajectory ahead, Mad City Windows & Baths faced the critical task of not only sustaining service quality but also leveraging customer feedback to improve their future endeavors.

Solution

Investing in Customer Satisfaction & Feedback to Steer Growth

Mad City Windows & Baths sought a solution to meet their expanding needs, aiming to improve service quality and align customer feedback with their perceived excellence. They were initially drawn to GuildQuality for its consistent collection of authentic customer feedback and in-depth performance reporting, which would allow them to improve their customer service.

More recently, however, they began utilizing GuildQuality's custom survey option as well as sending their surveys more regularly, in order to improve the quantity and quality of their feedback. Brett noted that they also enabled Google Review Boost (GRB), GuildQuality's Google review collection tool, after recognizing its potential to help them expand their online presence in new markets. He and his team were also impressed by the referral possibilities GRB offered, an avenue they had previously discovered was very profitable for acquiring new business.

Result

Elevating Customer Satisfaction with Timely, Targeted Surveys

Mad City Windows & Baths initially batch-sent standard surveys at the end of each month, which unfortunately resulted in delayed responses, incomplete data, and lower response rates. However, by customizing their surveys and sending them to customers immediately after service completion, they improved the accuracy, frequency, and timeliness of their feedback.

Additionally, since implementing GRB, their online presence has also improved. Says Brett, "We've definitely seen a positive impact with Google Review Boost through GuildQuality. It's smooth and seamless."

In short, Mad City Windows & Baths has been able to better address customer concerns and shape future interactions, further enhancing their customer relationships.

Future

Managing Substantial Growth & Fueling Success

Mad City Windows & Baths plans to maintain a strong reliance on GRB as a pivotal element in their customer-focused strategy. Their routine examination of customer feedback and performance metrics through GuildQuality is an essential facet of their operations, as it enables them to foresee continued expansion, deeper customer loyalty, and a higher volume of referrals.

GuildQuality's team offers unmatched availability and reliability, which sets them apart in the industry. "The people at GuildQuality have been fantastic. They truly want to go above and beyond to help answer questions and be available. That's something you don't get with other companies. It's been very helpful to have everything set up and get results," says Brett.

"With GuildQuality, we've definitely seen a big improvement and positive impact on our business. We made collecting customer feedback and google reviews a priority this year, and Google Review Boost is smooth and works seamlessly."

Brett Schuppener
Customer Success Specialist

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