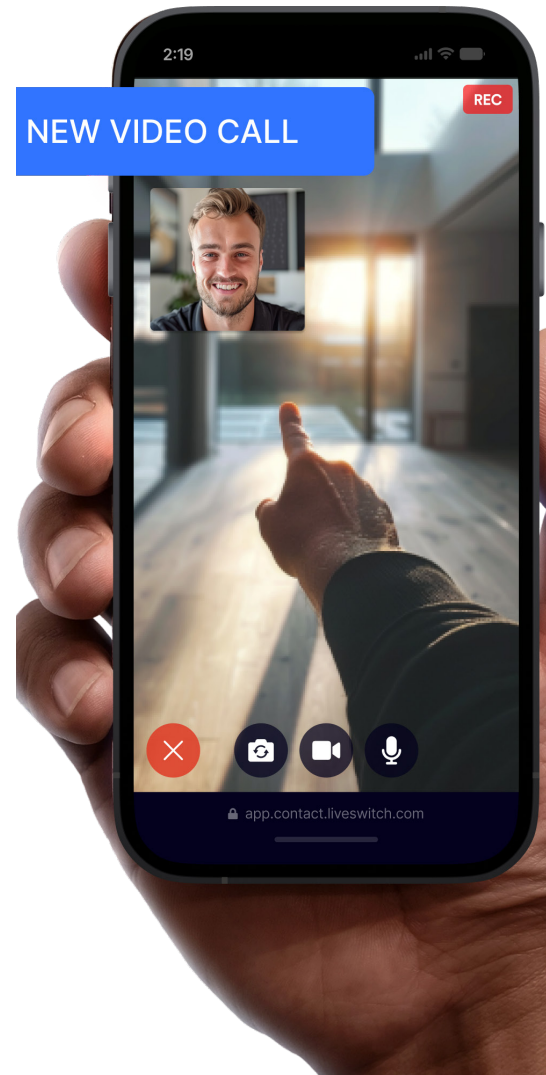


How Instant Video is Helping Trade Businesses Save Time, Improve Estimates and Increase Customer Satisfaction

The LiveSwitch instant video platform is used by thousands of people and businesses, including trade businesses in cleaning, landscaping and electrical services, to save time, reduce operational costs and improve customer satisfaction. Business owners and operators leverage the easy-to-use LiveSwitch platform for virtual estimates, project walkthroughs and instant quoting; no downloads or software required.



"Our industry requires a lot of in-person estimates and one of the cool things about LiveSwitch is that I immediately get value out of it. I send them a text, they click on the link and now I have a live feed of the project. So, **in a 10-minute call, we can have the pricing in their hands, which in our industry is pretty unheard of.** I saw instant results and that was pretty cool."

Kaleb Smith | Sod Smith

The Challenge

Trade businesses often face significant time challenges. Traditional estimates require in-person visits that consume precious time and fuel. This results in a loss of productivity and creates scheduling problems for both the service provider and the customer.



"We were having to set up face-to-face meetings or we were relying on the customer to take a good picture and to know exactly what to take. To say the least, it was very frustrating."

Ron Seeley | Perrysburg Landscaping

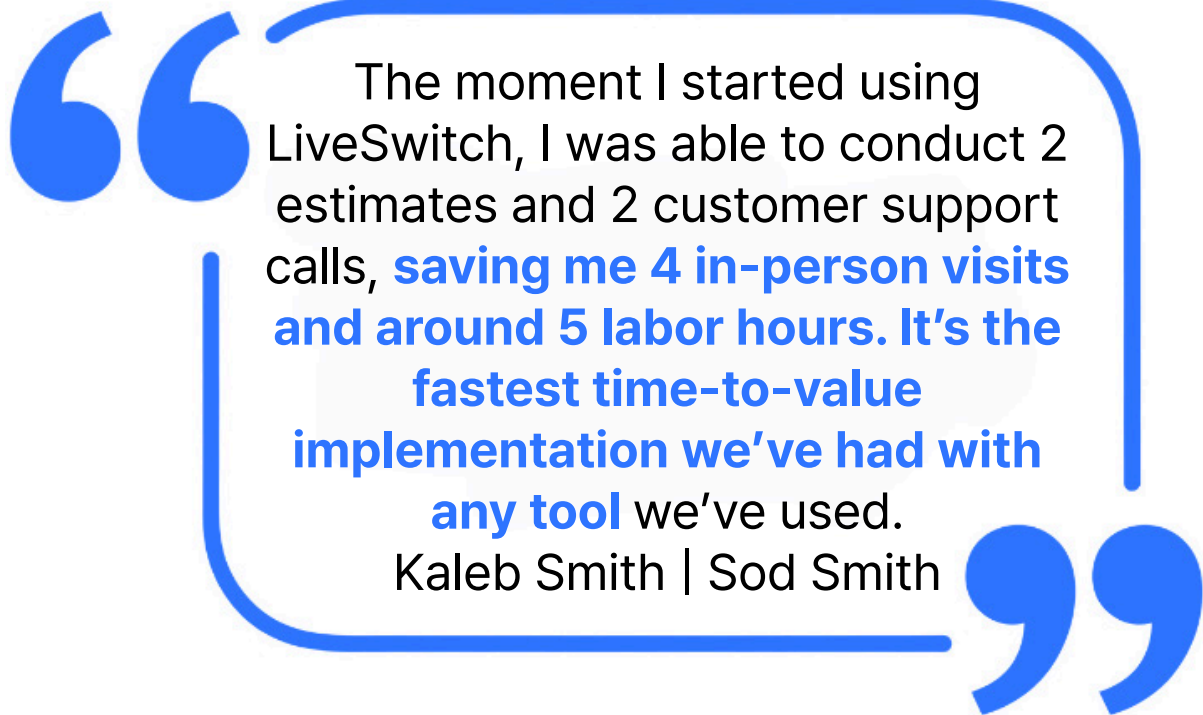


"We are so busy right now that we don't have enough staff to keep up. Rather than pulling one of my guys out of the field to do an in-person estimate, it's more profitable to keep them in the field and have the prospect walk around with the video to show us their windows. We can judge everything from that video. **It saves us time, effort and money.**"

Solomon Ruiz | Napa Valley Window Cleaners

The Solution

The LiveSwitch instant video platform enables businesses to perform estimates and consultations without the need to be on-site. For Kaleb Smith, using LiveSwitch has been critical to save precious time:



Go Green Electric has implemented LiveSwitch to eliminate the need for long-distance travel. Judson Clements says:



I can conduct estimates for people on the other side of the state that are five and six hours away. **If I didn't have LiveSwitch, I'd be driving for 10-12 hours** to do the same job.

Judson Clements | Go Green Electric

How LiveSwitch is Being Used

LiveSwitch is browser-based, providing a frictionless, zero download experience for service providers and their customers. Trade businesses use LiveSwitch to:

- ✓ **Start a new Video Call by Texting a Link:**
Easily connect with clients by texting a unique video link. Clients join the live video call immediately from a browser on any device, eliminating the need for app downloads. Kaleb Smith says, "**I send a text link**, and the client can instantly provide me with a live video feed or record it for me later. **No downloads required.**"
- ✓ **Request a Video Recording:**
Request video recordings from clients to assess project needs or gather feedback. Text them a link or collect video recordings from a QR code or website form. Clients record videos of their space at their convenience and the recordings are automatically saved in LiveSwitch. Chris Di Napoli from System 4 IPS (Cleaning) points out, "**I just used it today to avoid driving two hours** for a one-time commercial kitchen deep cleaning appointment. The customer recorded a video showing his kitchen and explained exactly what he was looking for. We got pricing and **sent back a proposal in less than an hour.**"
- ✓ **Automatically Store Video Recordings:**
All video sessions, whether live or recorded, are automatically stored in LiveSwitch for future reference. Ron Seeley from Perrysburg Landscaping uses video recordings to manage his projects: "I can record project walkthroughs and **share them with the team**. This ensures that they are aligned with the client's needs **without requiring me to be present.**"
- ✓ **Take Snapshots From Video Sessions:**
During video sessions, take snapshots to highlight specific areas of interest. The snapshots can be shared with clients or team members to ensure clarity and precision. Kaleb Smith adds, "I can [take] **snapshots during a video call** and mark them up to provide additional context for my team or the client."

The Results and Impact



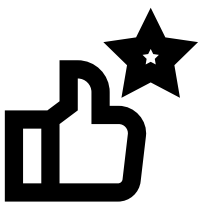
Cost and Time Savings:

- **Sod Smith** saves ~**\$160 per day or \$40,800 annually** on labor and vehicle expenses.
- **Perrysburg Landscaping** saves **10-15 hours per project in labor** and reduced travel time, leading to **thousands in yearly savings**.
- **Go Green Electric** saves ~**50-60 hours monthly**, translating to increased productivity and the ability to handle more clients.
- **System 4 IPS** saves ~**\$2,500 annually in fuel and travel costs** by moving consultations online.



Improved Efficiency:

- **Cory Byron at Vancity Electric** now conducts more estimates virtually. He notes that using LiveSwitch enables his business to **handle more leads, translating to increased productivity**. By eliminating the travel time for an average of 10 estimates per week, Cory estimates he's able to handle **50% more projects** each month—**boosting revenue and overall efficiency**.



Increased Customer Satisfaction:

- Clients are more likely to leave **positive reviews** and **return for repeat business**.
- **Kaleb Smith** says 20% of leads used to fall through due to the inability to provide instant quotes. With LiveSwitch, they are able to provide a smoother experience that increases customer trust and satisfaction, leading to more repeat customers and **increased revenue** over time.