

TOP 5 DO'S AND DON'TS FOR NORTHWEST ROOFING COMPANY OWNERS*

DO'S

- **COMMUNICATE CLEARLY AND FREQUENTLY**

78% OF CUSTOMER FEEDBACK POINTED TO CLEAR AND CONSISTENT COMMUNICATION AS A TOP REASON FOR SATISFACTION. CUSTOMERS VALUE BEING KEPT IN THE LOOP ABOUT PROJECT TIMELINES, COSTS, AND ANY UNEXPECTED CHANGES.

THIS SIMPLE YET EFFECTIVE PRACTICE BUILDS TRUST AND REDUCES UNCERTAINTY FOR CLIENTS THROUGHOUT THE ROOFING PROJECT.

- **PROVIDE HIGH-QUALITY, LONG-LASTING WORK**

82% OF CONVERSATIONS EMPHASIZED THE IMPORTANCE OF QUALITY CRAFTSMANSHIP AND DURABLE MATERIALS. CUSTOMERS PRAISED ROOFERS WHO ENSURED THE JOB WAS DONE RIGHT THE FIRST TIME, PROVIDING LASTING RESULTS.

ROOFERS WHO PRIORITIZE QUALITY NOT ONLY MEET BUT EXCEED CLIENT EXPECTATIONS, LEADING TO REPEAT BUSINESS AND REFERRALS.

- **DELIVER ON PROMISES AND TIMELINES**

72% OF CUSTOMERS EXPRESSED APPRECIATION FOR COMPANIES THAT DELIVERED ON THEIR PROMISES, PARTICULARLY IN STICKING TO DEADLINES. PUNCTUALITY AND RELIABILITY ARE HIGHLY VALUED IN THE ROOFING INDUSTRY.

COMPANIES THAT KEEP THEIR WORD BUILD STRONGER RELATIONSHIPS AND GAIN TRUST IN A COMPETITIVE MARKET.

- **ENSURE CLEANLINESS, RESPECT FOR PROPERTY**

65% OF FEEDBACK HIGHLIGHTED THE IMPORTANCE OF LEAVING THE JOB SITE CLEAN AND RESPECTING THE CUSTOMER'S PROPERTY. MAINTAINING A CLEAN WORK AREA AND PROPER CLEANUP POST-JOB LEAVES A LASTING POSITIVE IMPRESSION.

ROOFERS WHO PAY ATTENTION TO THE SMALL DETAILS OFTEN RECEIVE MORE PRAISE AND FEWER COMPLAINTS.

- **OFFER TRANSPARENCY AND FAIR PRICING**

68% OF FEEDBACK POINTED TO THE IMPORTANCE OF TRANSPARENCY IN PRICING AND OPEN COMMUNICATION ABOUT COSTS. CUSTOMERS VALUE UPFRONT PRICING WITHOUT HIDDEN FEES OR SURPRISE CHARGES.

BEING HONEST ABOUT PRICING HELPS ROOFERS BUILD TRUST, MAKING IT EASIER TO WIN BIDS AND MAINTAIN STRONG CUSTOMER RELATIONSHIPS.

DONT'S

- **DON'T IGNORE WARRANTIES**

54% OF NEGATIVE FEEDBACK MENTIONED FRUSTRATION WITH ROOFING COMPANIES THAT FAILED TO HONOR WARRANTIES. CUSTOMERS FEEL CHEATED WHEN COMPANIES AVOID

UPHOLDING WARRANTIES IS KEY TO BUILDING LONG-TERM TRUST AND AVOIDING NEGATIVE WORD OF MOUTH.

- **DON'T BE UNRESPONSIVE**

57% OF COMPLAINTS CENTERED ON UNRESPONSIVENESS, INCLUDING FAILURE TO RETURN CALLS OR FOLLOW UP ON SERVICE REQUESTS. LACK OF COMMUNICATION LEAVES CUSTOMERS FEELING ABANDONED AND NEGLECTED.

QUICK AND CONSISTENT RESPONSES ARE ESSENTIAL TO RETAINING CLIENTS AND ENSURING SATISFACTION.

- **DON'T USE LOW-QUALITY MATERIALS, CUT CORNERS**

63% OF FEEDBACK REFERENCED ISSUES WITH LOW-QUALITY MATERIALS OR POOR WORKMANSHIP. CUSTOMERS ARE QUICK TO NOTICE WHEN CORNERS ARE CUT, ESPECIALLY WHEN REPAIRS OR REPLACEMENTS ARE NEEDED SHORTLY AFTER A PROJECT.

DELIVERING SUBPAR WORK CAN LEAD TO A DAMAGED REPUTATION AND LOSS OF FUTURE BUSINESS.

- **DON'T SHOW DISRESPECT OR RUDENESS**

48% OF CONVERSATIONS INCLUDED COMPLAINTS ABOUT RUDE OR DISMISSIVE BEHAVIOR. PROFESSIONALISM AND RESPECTFUL TREATMENT ARE CRUCIAL TO MAINTAINING GOOD CUSTOMER RELATIONSHIPS.

A SINGLE BAD INTERACTION CAN RUIN AN OTHERWISE POSITIVE CUSTOMER EXPERIENCE.

- **DON'T LEAVE A MESS BEHIND**

42% OF CUSTOMER COMPLAINTS RELATED TO MESSES LEFT BEHIND, INCLUDING NAILS, SHINGLES, AND OTHER DEBRIS AFTER THE PROJECT. A SIMPLE CLEANUP CAN PREVENT MANY NEGATIVE REVIEWS AND DISSATISFACTION.

ROOFERS WHO LEAVE THE JOB SITE CLEAN ARE MORE LIKELY TO RECEIVE PRAISE AND REPEAT BUSINESS.

*WHY THIS MATTERS:

THIS GUIDE IS BASED ON INSIGHTS FROM 2000+ CUSTOMER CONVERSATIONS ACROSS THE OREGON AND WASHINGTON ROOFING INDUSTRY. THE PATTERNS IN WHAT CUSTOMERS LOVE AND HATE PROVIDE ACTIONABLE STEPS THAT ROOFING COMPANIES CAN USE TO ENHANCE CUSTOMER SATISFACTION, DIFFERENTIATE FROM COMPETITORS, BUILD TRUST, AND GET MORE LEADS.



LEARN MORE

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