

Local Services Ads: Partner Updates

Volume 22 | May 2020

Product Updates

Booking Feature Rolling Out!

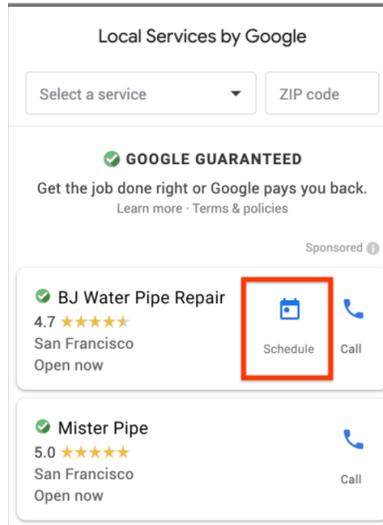
What: Now providers will be able to receive leads through booking! These leads are free for the first 90 days. Providers interested in our booking feature can sign up and subscribe to, with the platform of their choice by using the links below:

Service Titan: servicetitan.com/local-services

Housecall Pro: housecallpro.com/local-services

We are planning to roll out the announcement emails in batches on 5/21 & 5/26. Service Titan and Housecall Pro will be sending out their own emails.

Why: Consumers can book a consultation easily, anytime from their mobile by clicking on the 'Schedule' button and then complete their booking for an onsite consultation in one setting. They will be able to see the provider's availability and select the time slots that fit their schedule. In addition, the consumer can see the fee for the home visit (if applicable), any notes from the provider about the job or pricing, and will receive a confirmation email with all the details.



On the provider's side, there will be less opportunities for them to miss potential customers. They will be able to manage and see all the bookings in one place, most importantly they won't have to rely on only receiving phone leads. They can choose to spend more time on the actual appointment instead of answering the phone calls.

Estimates Rollout for Locksmith and Window Cleaner verticals

What: Estimates have rolled out to **Locksmith and Window Cleaner verticals** in 10 cities. An email was sent to eligible providers on 5/15 alerting them to this new feature.

List of 10 cities: Dallas, Denver, San Francisco, Miami, Atlanta, Houston, Orlando, Phoenix, Seattle, Tampa

The feature is the same as it is for House Cleaner and Carpet Cleaner with two changes (It allows providers to add their estimates in the Local Services dashboard based on the most common job attributes):

- 1) Custom pricing attributes for the new verticals
- 2) We've renamed to '**estimates**' instead of 'quotes' for all verticals to better set expectations

Why: This will help consumers who look for a service from a Locksmith or Window Cleaner to see an estimate upfront which will help them make a more informed decision. Giving customers basic pricing information beforehand lets customers know what to expect before contacting you.

New Job Verticals added to Local Services

Seven new Home Services verticals will be live for self sign up starting 5/11!

The following verticals are set to launched:

- carpenter
- countertop_pro
- fencing_pro
- flooring_pro
- foundation_pro
- landscaper
- siding_pro

Pre-Badge Ad is Officially Launched on May 1st!

This new Local Services ad type is now launched and helping providers from these 4 verticals listed below:

- Appliance Repair
- Lawn Care
- Tree Service
- Window Cleaner

Why: We want providers to start seeing results sooner when they sign up for Local Services. While providers finish all their verification steps to get the Google Guarantee, as soon as they finish License verification, 1+ Review, and Billing, they could start showing, however their ads will be **without a Google Guarantee badge**.

Providers will still need to complete the entire onboarding process to earn the Google Guarantee badge. While their Pre-Badge ad is live, they'll have **30 days to complete and pass** the remaining verification checks to earn the Google Guarantee badge.

Verifications & Onboarding Updates

New background Check Portal Launch Plan

What: Local Services Ads uses two third-party partners for background checks - Pinkerton & Evident. Starting in May 2020, both partners will launch their new portals based on a dedicated API in order to expedite the overall background check process.

Key things to note:

- With this launch we will **require providers to use the portal we've assigned to them** without having an option to use Pinkerton on demand.
- Once the new Pinkerton portal launches in May, the legacy Pinkerton portal that can be accessed outside of the provider onboarding dash **will no longer be available** for new submissions
- For businesses that have already passed background checks, we do not have the capability to add new field workers in the new portal at this time. We will require you to submit them for adjudication once the new portal updates are in place.

Verification Updates + Final Reviews Caught-Up

What: Advanced Verification will have worked through the video review backlog by May 1, and will be focused on verdict appeals moving forward. Local Services Self-Sign Up continues to be disabled for Advanced Verification providers (Garage Door and Locksmith) until vendor Video Call operations can resume in office to ensure privacy and security for our partners and agents.

Applications already received (Local Services + AdWords) and net-new applications (AdWords only) will continue to be processed through to the pre-video stage, at which time COVID-specific delay comms are sent to providers.

Why: Video Verification operations ***remain paused*** until our teams are able to resume this sensitive work in-office. Continue to work with your providers to complete ***all other*** verification steps, then once Advanced Verification has reopened, they will be able to complete the advanced verification requirements. The guidance provided shares that, when able to resume normal operations, Advanced Verification will process all pending requests for video calls in the order originally received.