

# Pink Sponge Client Story

*"I wouldn't even put PATLive in the same category as other answering services."*

## PROBLEM

California-based Pink Sponge faced high business expenses and increasing demands for personalized customer interactions. They discovered many clients preferred calls over emails and texts, resulting in a flood of voicemails. This logistical nightmare risked lost business and dissatisfied customers. Additionally, previous answering solutions fell short, lacking a human-focused, flexible solution at a reasonable price point.

## SOLUTION

After discovering PATLive through its Jobber partnership, the company **quickly distinguished itself with its highly personalized onboarding process**, featuring a dedicated representative providing outstanding support, patience, and flexibility while integrating complex systems to meet unique business needs. PATLive's ability to integrate with platforms like Zendesk and Jobber reduced work duplication, while the Tresta integration enabled the team to monitor calls for quality. Beyond onboarding, **the kindness and attention to detail PATLive delivers to callers** instills complete confidence that the Pink Sponge brand promise is being delivered.

## BENEFITS

Since implementing PATLive, **Pink Sponge has seen a dramatic customer satisfaction increase**. The service has freed up significant time—equivalent to a part-time role—enabling management to focus on crucial tasks like team scheduling. And when Pink Sponge faced vandalism that damaged several fleet vehicles, PATLive not only offered two months of free service but also promoted their GoFundMe page internally, demonstrating the company culture alignment sought by Pink Sponge. Moving forward, the company hopes to integrate PATLive into its sales process.



## AT A GLANCE

### CHALLENGES

- High operating costs
- Missing client voicemails
- Balancing sales and client retention calls

### BENEFITS

- Platform integrations
- Dedicated onboarding rep
- Focused on flexibility & customized solution
- Premium customer experience



*"PATLive has probably taken over a part-time job's worth of time within our company — just having someone available to answer calls, take messages — and then I'm able to focus on other things that require more attention."*

**Jennifer Ahlgrim**  
Sales Manager