

From Lost Revenue to Scalable Growth

How a Landscaping & Irrigation Company Recovered \$50,000+ and Built the Infrastructure to Support 160% Growth

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Industry	Business Type	Engagement Type
Landscaping & Irrigation	Commercial & Residential	Operations & Systems

\$50K+

Revenue Recovered

160%

YoY Revenue Growth

~0%

Corporate Client Churn

THE CHALLENGE

A regional landscaping and irrigation company was growing — but its operations hadn't kept pace. The business managed both commercial landscape maintenance and residential and commercial irrigation services, yet most day-to-day operations relied on spreadsheets, paper records, text messages, and employee memory.

There was no centralized system for scheduling, job tracking, invoicing, inventory management, or customer communication. As the company expanded, operational gaps began impacting both profitability and client experience.

Key challenges included:

- No visibility into job status, scheduling, or completed work
- Inefficient crew routing resulting in lost productivity and increased fuel costs
- Limited inventory controls and duplicate purchasing
- Inconsistent client communication and follow-up
- Revenue leakage caused by incomplete invoicing processes

The most significant discovery came during an operational audit: **more than \$50,000 in completed work had never been invoiced.** The work had been performed. The revenue had been earned. The company simply had no system in place to ensure completed jobs made it through the billing process.

THE APPROACH

Rather than simply implementing new software, the focus was placed on building the operational foundation required for long-term growth — spanning assessment, systems implementation, process development, and team-wide adoption.

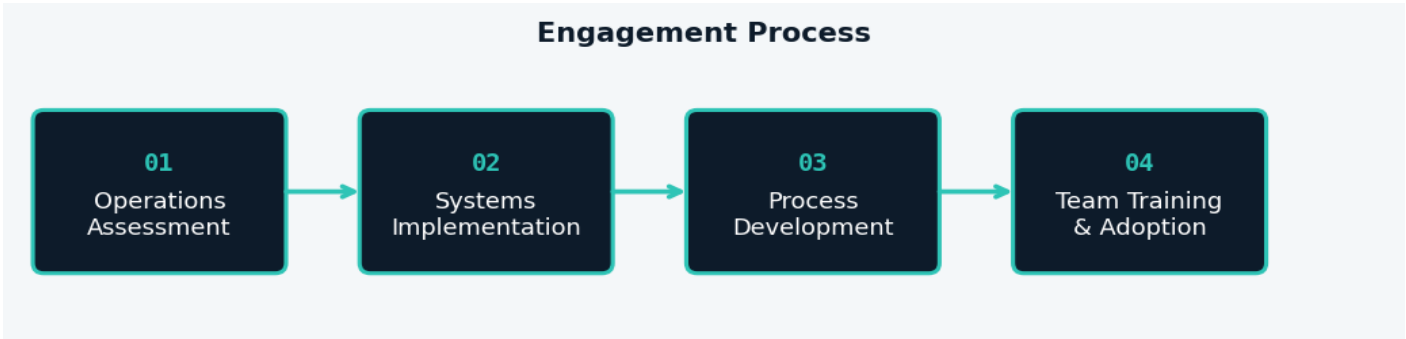


Figure 1 — Four-phase engagement approach.

WHAT WAS IMPLEMENTED

The engagement covered four operational pillars: scheduling & dispatching, client communication, financial controls, and inventory management. The table below summarizes the shift across each area.

AREA	BEFORE	AFTER
Invoicing	Manual, disconnected from job completion	Tied directly to completed work orders
Scheduling	Spreadsheets & text messages	Centralized dispatch & crew assignment
Client Communication	Inconsistent, ad hoc follow-up	Standardized templates & automated follow-up
Inventory	No tracking, duplicate purchasing	Full visibility, purchasing controls
Job Visibility	No real-time status tracking	Real-time status across all jobs
Client Retention	~25% annual corporate churn	Nearly zero client turnover

Table 1 — Before and after comparison across key operational areas.

RESULTS — OPERATIONAL PERFORMANCE

Within the first operating season, measurable improvements appeared across operations, client retention, and revenue. Invoice accuracy reached 100% — eliminating the revenue leakage that had allowed \$50,000+ in billed work to fall through the cracks. Corporate client churn dropped from approximately 25% annually to nearly zero.

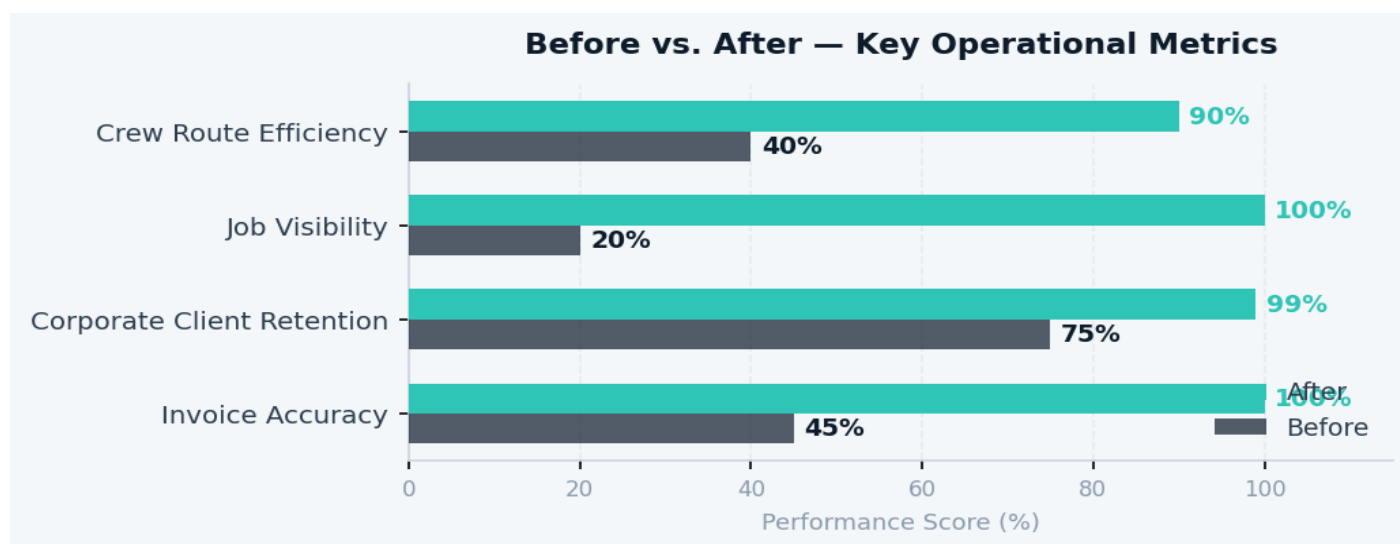


Figure 2 — Key operational metrics before vs. after systems implementation.

RESULTS — REVENUE & RETENTION

Year-over-year revenue grew 160% following the operational overhaul. With invoicing tied directly to completed work orders and client communication standardized, the business retained nearly all of its corporate clients — losing only one during the measured period.

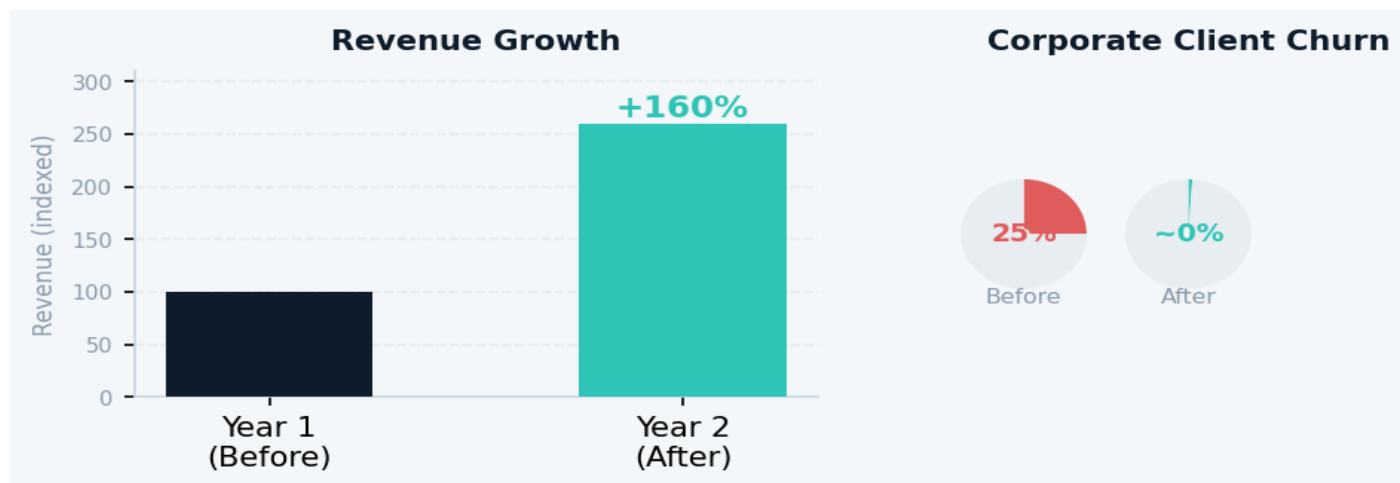


Figure 3 — Year-over-year revenue growth (indexed) and corporate client churn comparison.

KEY TAKEAWAY

Technology was only one piece of the solution. The real transformation came from creating **operational clarity, accountability, and repeatable processes** that the entire team could follow.

By establishing systems for scheduling, communication, invoicing, and inventory management, the company gained the visibility needed to scale with confidence — while improving both customer retention and profitability.

INSIGHT

Could Your Business Be Losing Revenue Without Realizing It?

Many home service businesses rely on spreadsheets, text messages, and tribal knowledge long after they've outgrown them. The result is often missed revenue, inconsistent customer experiences, and limited visibility into business performance.

Lyriden Studio helps home service businesses identify operational and marketing bottlenecks, implement practical systems, and build the foundation for sustainable growth.

Start with a Marketing & Operations Diagnostic → hello@lyridenstudio.com

Ready to find out what your business is leaving on the table?

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