

Luxury Customer Experience Playbook

You should always [know your numbers](#) and charge what you're worth. But the reality is, not every market can support higher rates, even when the work is high quality.

Many service pros are feeling that pressure right now. In fact, **65% of service pros** raised prices in the last year, with inflation and labor costs as the top drivers. Luckily, raising prices isn't the only way to run a strong, professional business or to stand out from competitors.

This playbook gives you simple checklists and scripts to help your service business deliver a luxury experience—without having to charge luxury prices.

As [Kelly Guerrero](#) explains it, luxury isn't about being fancy. It's about doing the small things that make your customer's life easier: clear communication, fewer surprises, and feeling taken care of from start to finish.

How to use: copy the checklist or script you need, paste it into a new document, personalize the details, and use it on your next few jobs.

The Friction Audit Checklist

Friction is anything that makes a customer pause, worry, or wonder what's going on. Sometimes bad reviews don't come from bad work—they come from confusion, silence, or missed expectations.

This quick audit helps you spot weak points before your customers do.

Friction Audit Checklist:

Ask yourself:

- ☐ Do calls always get answered (or at least handled the same day)?
- ☐ Do customers know exactly when we're arriving?
- ☐ Do we communicate expectations and/or delays before customers ask?
- ☐ Do we finish jobs in a clean and professional manner?
- ☐ Do we do happy calls after the work is done?

If you can check off every item, you're ahead of the game. If not, that's okay. The rest of this playbook shows simple ways to tighten up communication, remove uncertainty, and make your service feel easier and more premium for customers.

Pro Tip: Read the [negative reviews](#) of your competitors. Those complaints are a cheat code of what *not* to do. Every frustration you see is something you can fix, and win customers over because of it.

The “Wow” Experience Checklist and Scripts

A “wow” experience isn’t about being fancy. It’s about removing uncertainty at every step.

These steps follow the real customer journey—from booking to [follow-up](#). When you do them consistently, your service feels premium, even if your pricing stays the same.

1. Before the Job: Set Expectations Early

This is where trust starts. When customers know what’s happening and when, they relax. When they don’t, they worry (even if the work itself is great).

- **When to use:** As soon as the job is scheduled
- **Who does it:** Owner, CSR, technician

Checklist:

- ☐ Confirm the date and arrival window
- ☐ Confirm access details (gate code, pets, parking)
- ☐ Explain what will happen today (and tomorrow if it’s a multi-day job)
- ☐ Make sure the tech knows the customer’s name

Text/Call Script:

Hi [Customer Name], you’re scheduled for a [service (e.g., window cleaning)] on [date of service].

Our expected arrival window is [time].

Here’s what to expect on service day:

- [Brief, clear expectation #1 (e.g., start with the front of the property and work our way back)]
- [Brief, clear expectation #2 (e.g., equipment noise is normal while we’re on site)]
- [Brief, clear expectation #3 (e.g., we’ll clean up all walkways and driveways before we leave)]

If anything changes, we’ll text you right away. Let us know if you have any questions.

Pro Tip: Can’t always answer the phone? [Jobber Receptionist](#) answers calls for you, captures customer details, and books jobs while you’re on-site so customers get a fast, professional response every time.



2. On the Way: Lower Uncertainty

Customers might not mind waiting, but they hate not knowing. Silence creates frustration, but a quick update sets expectations and builds trust.

- **When to use:** When heading to the job or if timing changes
- **Who does it:** Technician, crew lead

Checklist:

- ☐ Send an “on my way” text with a real ETA
- ☐ If running late, update them before they ask

Text Script:

On my way

Hi [Customer Name], we’re on the way now. ETA is about [X] minutes.

Running late

Hi [Customer Name], quick update—we’re running about [X] minutes behind. New ETA is [time]. Thanks for your patience.

Pro Tip: Jobber can [automate reminders and “on my way” messages](#). That means fewer missed updates, less confusion, and a smoother experience without extra work.

3. On Site: Stay Professional, But Human

Customers want to feel respected—not rushed, ignored, or talked at. Small things like using their name, explaining the plan, and listening go a long way.

- **When to use:** At arrival and throughout the job
- **Who does it:** Technician, crew lead

Checklist:

- ☐ Greet the customer by their first name
- ☐ Give a quick overview of the plan
- ☐ Keep work areas tidy as you go
- ☐ Communicate changes immediately (scope, timing, cost)

In-Person Script:

Hi [Customer Name], how's it going?

Here's a quick overview of today's plan. We'll start with [what's happening first (e.g., setting up and taking a look at the work area)], then move to [next step (e.g., completing the window cleaning service itself)].

If you have any questions while we're working, just let me know.

Pro Tip: Jobber [checklists](#) help your crew follow the right steps on every job, so the work stays consistent, and customers know they're always in good hands.

4. End of Job: Closing the Job Strong

People remember the ending more than the details in the middle. A rushed or sloppy finish can undo an otherwise great job, so end on a strong and professional note.

- **When to use:** Before leaving the property
- **Who does it:** Technician, crew lead

Checklist:

- ☐ Clean up like you're done forever (even if you're coming back)
- ☐ Check hidden spots (under trucks, corners, walkways)
- ☐ Do a final walkthrough if possible
- ☐ Ask the closing question

In-Person Script:

Hey [Customer Name], before we wrap up, how does everything look?

(Let them speak)

If you're happy with today's service, we'd really appreciate a five-star review.

(Share review link or QR code)

And before we invoice and head out, is there anything else we can help with today?

Pro Tip: Make it easy for customers to pay with Jobber's [invoicing](#) and [payment tools](#). They can pay online, in person, or automatically—cutting down on payment delays and follow-ups.

5. After the Job: Lock in the Win

Some customers won't bring up issues face-to-face, but they will mention them later. A [happy call](#) the next day shows you care, gives you a chance to fix problems early, and opens the door to repeat work.

- **When to use:** The next day
- **Who does it:** Owner, CSR

Checklist:

- ☐ Follow up with a call or text
- ☐ Ask how everything went
- ☐ Fix issues quickly (if needed)
- ☐ Ask for a review if they haven't left one

Text/Call Script:

Hi [Customer Name], just checking in to make sure everything went well yesterday and you're enjoying your [service completed (e.g., sparkling clean windows)].

(Let them speak)

If they left a positive review

I saw your review—thank you so much for taking the time. We really appreciate it and hope to work with you again.

If they left a negative

I saw your review—thank you for the feedback. I'm sorry you had a bad experience with our services. I'd like to learn more and see what we can do to make things right.

If they didn't leave a review:

If you have a minute, would you mind leaving a review? It really helps our team and supports our business. I can send the link if that's easiest.

Pro Tip: Fresh, [five-star reviews](#) can boost your reputation. Jobber [automatically sends review requests](#) after each job, helping you get more reviews with less effort.