




93% 

of customers visiting a business for the first time will research it before they ever get to the door

“

Accuracy from the inside out, maintained from a single source, is essential. We tell our clients that [SinglePlatform](#) helps them take back control of their business online.”

## How DashCrowd Retains Clients & Increases its Service Offerings

### Controlling key business information for multiple clients across the web

DashCrowd began by building beautiful mobile websites for bars and restaurants. When founder Tom O'Malley discovered his clients wanted responsive sites that would adapt intuitively to any screen or device, his team was able to develop ones that looked great, and worked perfectly.

But when a customer approached Tom about managing their menu content across the web, it became a daunting task.

“Restaurant and business owners can't possibly gain control or keep track of the growing number of sites, apps and resources that list their business details,” O'Malley says of businesses' struggle to control their own information on third-party sites.


DashCrowd was fielding numerous emails from clients asking why their menu was out-of-date in searches, outside apps and other resources. So he turned to SinglePlatform, who provided one central place for DashCrowd to update their clients' information across the web.

“For bigger groups especially, controlling information across the web used to cause major headaches.” O'Malley says. “Integrating with SinglePlatform drastically cuts down on the customer service issues they were experiencing before: with people wanting or expecting something that is no longer offered. SinglePlatform really helped.”

76% 

of searches on IYPs  
(internet yellow pages)  
resulted in a purchase or  
intent to purchase









## Getting discovered is the key to client success

Consumers are turning to the internet and mobile apps for real-time, local information before making purchase decisions. When O'Malley gets a new client, he does a quick Google search to see what comes up. Oftentimes, other publisher sites come up before his new client's own website. And those sites don't always have the most up-to-date information, leading to confusion from customers.

SinglePlatform works with publishers to fix that problem. With partnerships from top sites such as Yelp, TripAdvisor, Google, UrbanSpoon, Bing, Zagat and YellowPages, a business' online listings—along with their own website and Facebook page—can be controlled and updated instantly with one click, keeping information accurate and consistent.

"It's a no-brainer," says O'Malley. "Accuracy from the inside out, maintained from a single source, is essential. We tell our clients that SinglePlatform helps them take back control of their business online."

## How SinglePlatform saves clients & agencies time & money.

DashCrowd now has 100% of its customers integrated with SinglePlatform.

O'Malley says of his customer base, "This isn't necessarily a very tech-savvy crowd. They don't have time for the web." Since DashCrowd receives menu update requests from at least 2 clients each day, ranging from "complete overhauls to changing a price here or there," being able to make those updates in one place and have them publish everywhere across the web saves everyone time—and money.

In addition to the "simple, intuitive and easy-to-use" platform itself, O'Malley was pleasantly surprised by another aspect of working with SinglePlatform: the team behind it. "It was definitely above our expectations, but at the same time, absolutely essential," he says of SinglePlatform's support.

“ When you surround yourself with partners who are knowledgeable, dependable and invested in your success, a priceless safety net is formed. We have a team at [SinglePlatform](#) that would jump out of bed for us at 3 AM—and that's how business should be.”



70%



of smartphone users  
view restaurant menus  
on their phones

“

Integrating **SinglePlatform** was a unanimously welcome upgrade for our existing family of clients. I'm confident it's been a significant factor in our client retention rate of nearly 100%.”

### Grow your agency with SinglePlatform

With SinglePlatform, local businesses capitalize on the ever-changing search behavior of local customers across the top search engines, review sites and mobile apps.

Agencies and web services companies can easily update, edit, and publish rich content including menus, prices and photos for all of their clients' locations across the top online publishing networks. Updating each location's unique information from a single dashboard ensures that they deliver a consistent, valuable experience to their customers while providing them with the key purchasing information they require to make a decision.

The result is accurate and up-to-date listings, increased online visibility, and the opportunity to be part of the customer's real-time decision-making process. Which for a service provider like DashCrowd, is invaluable in keeping clients happy.

**To learn more and find out how you can take control of your clients' online presence, please contact:**

info@singleplatform.com • 1-929-254-0264  
www.singleplatform.com/resellers