YOUR CHOICE METHOD / SINGLE-BRANCH CASE STUDY

One plumbing branch narrowed its Trust Gap

Coaching began in early June 2026. The branch manager led the changes locally, with on-site coaching focused on how technicians diagnosed problems, what they asked, and how they explained options to customers. Formal Trust Gap measurement began on July 20.

Trust Gap Index

July 20 baseline and October 25 follow-up, 2026 · Branch manager assessment

55%	29%	26 points
July 20 · Open gap	October 25 · Narrow gap	Percentage-point reduction

The branch manager’s scores improved in 13 of 14 areas. Diagnosis rose from 3.00 to 4.33 out of 5, and presenting options rose from 2.83 to 4.08. The customer experience before arrival still rated Wide. Technology was the one area that declined.

Branch operating results

May 4–31 and October 1–25, 2026 · May was the operating benchmark before coaching began.

Measure	May 4–31	Oct 1–25	Change
Service opportunity conversion	69.17%	80.23%	+11.06 pp
Branch-wide Opportunity Job Average	$1,094.76	$2,094.11	+91.3%
Branch completed revenue per calendar day	$5,618	$8,569	+52.5%
Service opportunities per calendar day	4.75	3.44	−27.6%
All branch opportunities per calendar day	5.04	4.04	−19.8%

Service conversion was 92 of 133 opportunities in May and 69 of 86 in October. Daily figures use the 28 and 25 calendar days in the respective reporting windows. “pp” means percentage points.

Sources include two YOUR CHOICE™ Trust Gap Assessments completed by the branch manager and the ServiceTitan BU Performance by Branch reports. The figures describe one branch across the comparison periods shown above.