

CASE STUDY

How D.R. Domenichini Uses Mid-Project Surveys and Google Review Boost to Improve Their Business

11x

Google reviews since
implementing GRB

100%

Recommendation Rate

95%

Customer Satisfaction

Background

D.R. Domenichini Construction is a full-service remodeling contractor serving California's San Francisco Bay Area. They specialize in kitchens, baths, accessory-dwelling units, and whole home remodels.

As a family-owned business, their mission is to exceed its customers' expectations by delivering quality construction at fair and market-competitive prices. Founded in 2004, their commitment to integrity, communication, and fostering great customer relationships has cemented their Bay Area reputation.

Challenge

Boosting Client Satisfaction and Attracting New Business with Mid-Project Surveys and Google Reviews

Before Dave Domenichini, owner of D.R. Domenichini, started the company, his previous careers instilled in him the importance of focusing on customer satisfaction to drive success. Even before joining GuildQuality in 2015, Dave followed up with customers to gauge performance, making referrals a key growth strategy for the business. Today, however, reviews have become an even more powerful tool for growth.

In early 2023, D.R. Domenichini had only a few Google reviews and was searching for ways to increase that number to attract new customers beyond their usual referrals. At the same time, Dave wanted to introduce a second survey midway through projects to gauge client satisfaction and address any concerns before the project ended. His goal was to avoid being blindsided by a 3-star review due to unresolved issues.



About Company

D.R. Domenichini Construction is a fully licensed, bonded, and insured general contracting firm serving the greater Bay Area.

David R. Domenichini, owner and proprietor, brings over 20 years of experience to his family-owned and operated business.

Founded

2004

Industry

Design Build

Products Provided

Kitchen/bath/full house remodel, accessory dwelling units.

Core Customers

Residents of Santa Clara County, California

Solution

Enhancing Communication, Addressing Concerns Early, and Delivering 5-Star Experiences

Last year, Dave turned to GuildQuality to address two key challenges: increasing Google reviews with Google Review Boost and incorporating a Mid-Way Through (MWT) survey to improve customer satisfaction. Remodeling inherently requires ongoing communication, and Dave wanted to ensure clients felt heard and valued throughout the process! He explains, “Even if we never affected change from our survey feedback, surveying our customers is still a good thing because it shows them we care.”

But D.R. Domenichini takes their surveys seriously. The team reviews every response during their monthly all-hands meetings, where feedback is read anonymously as part of a fun guessing game. This practice boosts morale and helps the team consistently improve their process. Dave notes, **“The best way to get five stars on every job is to find out how the client feels halfway through the project. That’s why we created our mid-temperature check survey.”**

By addressing client concerns early with the MWT survey, the team ensures projects end on a high note and the customer receives a 5-star experience. This seamless process, combined with asking for a Google review through Google Review Boost, creates an efficient and productive feedback cycle.

Result

Leveraging Surveys to Elevate Customer Satisfaction, Achieve 100% Recommendation, and Win Guildmaster's Highest Distinction

Since implementing the MWT survey and Google Review Boost, D.R. Domenichini has achieved remarkable results. **They’ve increased their Google reviews 11x — from 2 to 22 — in a little over a year and improved key performance metrics in their End-of-Project surveys**, including a jump in Likely to Recommend from 94% to 100%. This expanded focus on customer satisfaction also earned them GuildQuality’s prestigious Guildmaster with Highest Distinction award in 2024!

Reflecting on GuildQuality, Dave shared, “People that care want to know what their clients are thinking. There are so many expensive things when you’re running a business like this, but surveying your customers [with GuildQuality] is so inexpensive, and the value you get for it is amazing.”

Future

How D.R. Domenichini's Success with GuildQuality Inspires a New Focus on Studio 38 Designs

With their growing success using GuildQuality, Dave has been able to step back and focus on other areas of the business, including their sister company, Studio 38 Designs, which manages the design phase of their remodels.

With this renewed focus, Dave plans to begin surveying for Studio 38 Designs too, explaining, “Surveys are a great opportunity to open discussions within our team, make the changes needed to improve our services, and ensure our customers are happy.”

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Dave Domenichini
Owner of D.R. Domenichini

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