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**Introduce your tech
to your customers
before they arrive**

4 Tech Bio Tips to Introduce Your Technician Before They Arrive

Creating professional biographies for your technicians and *delivering* them to customers before the tech even arrives can ease concerns and provide a better customer experience *for your home and commercial services company*.

But what are the best practices for producing a great technician *bio*?

Chris Hunter, ServiceTitan's Director of Customer Relations, built technician *bios* for [Hunter Super Techs](#), the HVAC and plumbing company he built in Ardmore, Oklahoma. He's also founder of the [GoTime Success Group](#), which seeks to empower trade industry owners to build their businesses and their revenue.

"These bios are super important," Hunter says. "Customers do business with people they know, like, and trust. Sending out these bios helps you connect with the customer and sets you up for success before you even get to the home."

His tips *describe how to create* short bios like those he built at Hunter Super Techs, *that* were delivered to customers via text message through [ServiceTitan's automation system](#). They *cover* tech bio examples, introducing the tech with some information about them, and a short YouTube video for use on social media and on the [company website](#).

That personal touch puts customers at ease and increases trust in the **repair** technician who is about to visit their home or business. As one five-star Google review noted, “I liked the fact that they sent me a picture of the technician that would be coming and a little background info on him as well.”

These are some of the questions to consider when creating a technician bio:

1. Should a team member's professional bio be written in first person or third person?
2. What are the best practices for writing a professional bio?
3. How can a trade org use a series of short paragraphs to keep readers' attention?
4. What's a good example of a professional bio?
5. What's best for a business owner or human resources **manager** to include in a technician biography?
6. Is there new technology that delivers tech bios to customers to save time?

Here are Hunter's step-by-step tips and best practices for creating an employee bio template to standardize technician biographies for delivery to customers.

Tip #1: Write the Technician Biography in Third Person

A first sentence like “Chris Hunter is an award-winning technician” keeps the bio from seeming like the tech is bragging, and presents them as a human being.

This debate is also common when deciding how to write a LinkedIn profile, and the same answer applies.

Tip #2: Gather the Information to Complete a Professional Bio Directly from the Tech

Don't ask the technician to write their own bio. Instead, have the technician fill out a sample bio with personal details, then craft the biography for them. This should be done on orientation day for new techs.

Chris Hunter's staff biography template includes:

- Name
- Job title
- Hometown
- Education or work experience
- Certifications
- Favorite aspect of my job
- Role model
- Interesting fact about me
- Best advice to customers

The tech doesn't need to specify which high school they attended, but they could include “what I like to do in my spare time” to add a personal touch to their bio.

You can see more professional bio examples [here](#).

Tip #3: Add a YouTube Video to Your Tech Bios

Showing the tech saying hello and sharing a couple of items about themselves connects the technician to the customer on a personal level, and makes it more interesting.

Help with the script for the video, too, but don't make it look like they're just reading the lines.

You can read more about this in our [ServiceTitan Playbook](#).

Tip #4: House the YouTube Video on Your Website

When you store bios and YouTube videos on your website, customers can get to your site via the tech bio and look around if they choose, before the technician arrives. One way to ensure customers have access to your tech bios is to include links to them when you send out a dispatch notification to say the tech is on their way.

"I lost count of how many positive reviews we got that referenced the tech bios," Hunter says. "They meant enough to customers that they would take the time to write about them in the review."

And the delivery of technician bios directly to customers via new technology such as [ServiceTitan](#) makes that impact automatic.

Here's how it works.

How to Ensure Your Tech Bios Are Seen by Customers

It's one thing to produce professional bios for your technicians, but they're only useful if your customers actually see them. Most home services businesses store bios on their website (and we recommended that, too), but unless customers are spending time reading multiple pages of your website, they're not easily going to find them.

Since most customers don't have the free time to hunt down tech information themselves, we've made it simple for them.

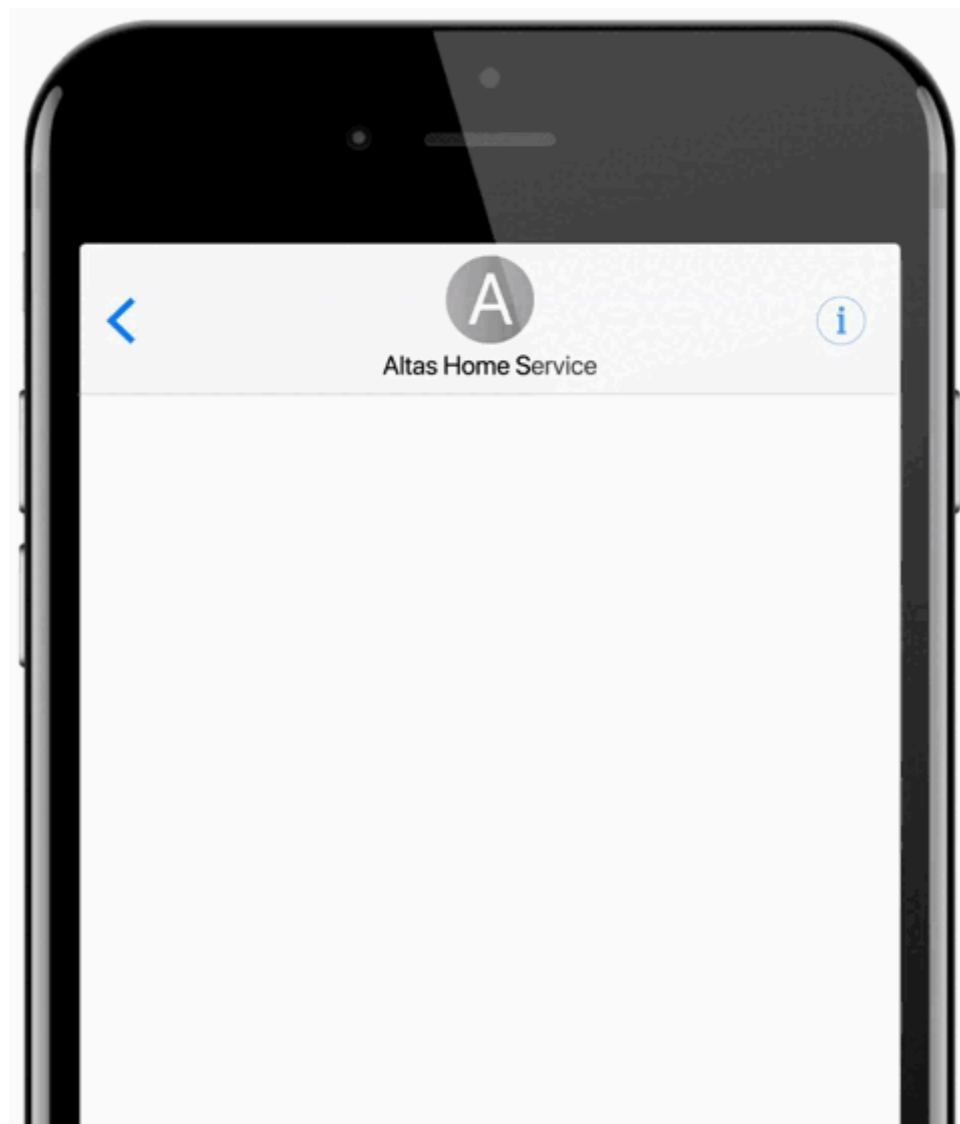
We've added features to our ServiceTitan software to help service businesses deliver bios directly to customers so they know who is coming to their home and when.

Specifically, ServiceTitan lets you:

Setup Automatic Dispatch Notifications

With [ServiceTitan](#), you can configure automatic dispatch notifications to send a text message to the customer when the technician is on the way. It can include a picture of the individual technician as well as a brief introduction.

This helps put the customer at ease when the technician approaches the door because the customer already knows whom to expect. Here is an example of what that text may look like:



[Source: Atlas Home Service Technician Information + ETA | Mobile text message (GIF)]

A sample of what you may want to include in the notification could be:

Hi! Your [Your Company Name] representative, [Technician Name], is on the way to [Service Location Address]. Please know that we aim to deliver an entirely contact-free experience. [Technician Name] will be wearing protective clothing and will not shake your hand upon entering your home. We will send all follow-up information digitally, including a link to view your estimates and pay online. You may reply to this message or call the office with any questions: [Business Unit Phone Number]. See you soon! Follow this link to see where your technician is: Tech Tracking URL. Reply STOP to STOP receiving text messages.

Include Tech Bios in Customer Texts

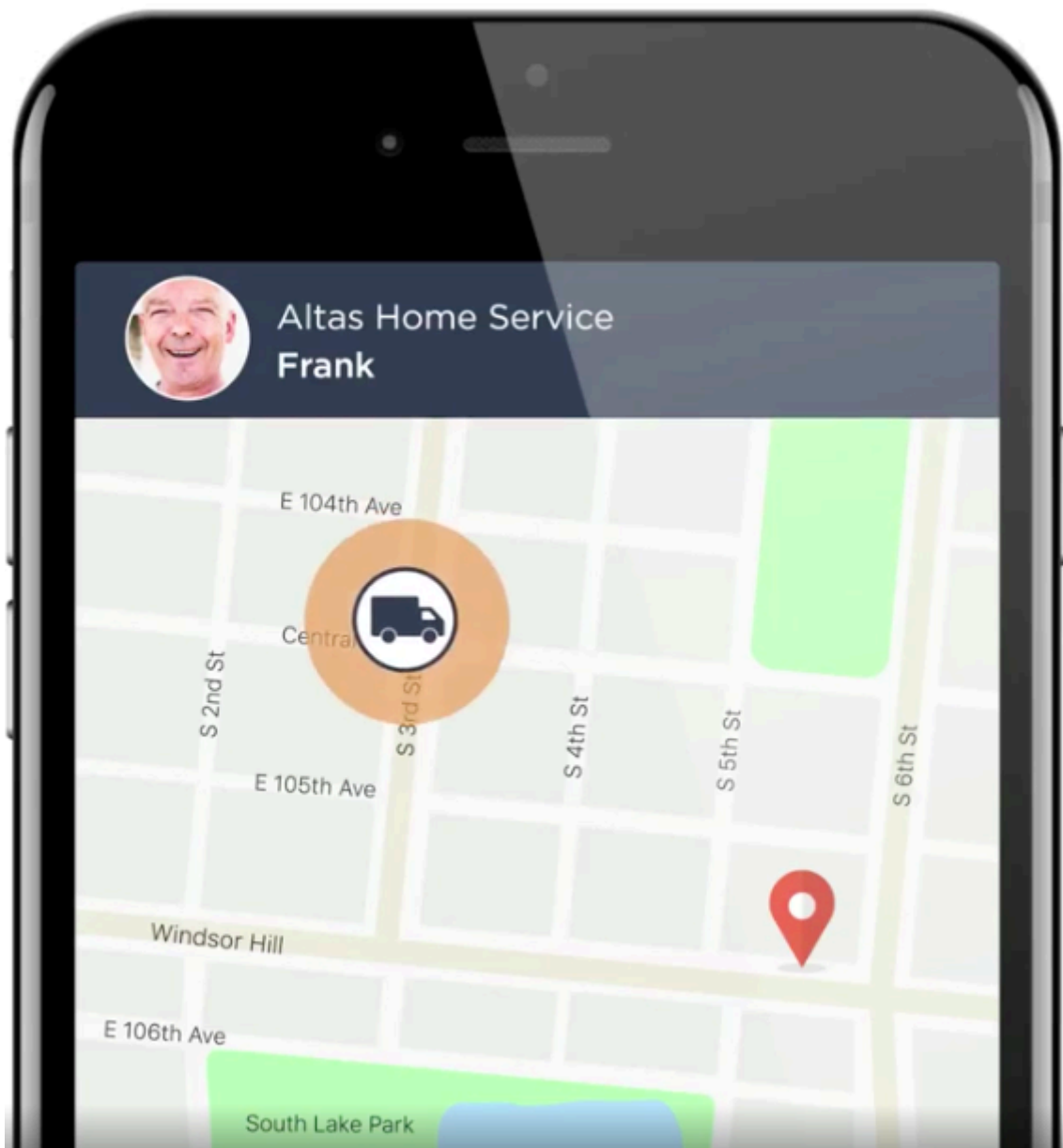
You can include a link to the technician's bio in the text message. The link will direct the customer to your website where the tech bio and YouTube video (if you have one) are stored.

Having access to the full tech bio as well as the brief introduction in the automated text message lets the customer get to know their technician before they've even knocked on the door.

Automatically Include a Tech Tracking Link

With ServiceTitan, in addition to the tech bio, you can also include a technician arrival tracking link with the dispatch notification.

ServiceTitan's software tracks and logs the technician's location when they are driving between jobs, when they arrive, and when they've completed a job and are ready to move to the next one.



[Source: Product Screenshot (Raw) | CX - Technician Arrival [Mobile]]

Giving customers a tracking link allows them to view the GPS location of the technician when they are on their way to their property so they know where the technician is, and when they will arrive.

Additional Automated Text Features

As well as letting service businesses automate texts that include tech bio information to customers, with ServiceTitan you can send:

- Automated email and text appointment reminders
- Job confirmations
- Changes to appointment times

You can also receive texts from customers who have questions or need to reschedule a job. Keeping customers in the loop at every stage increases efficiency and customer satisfaction.

< Back New Automated Text Message X

Overview Select Audience Create Text Message 4 Review & Submit

Text Message 1 X

Hi {{customer_first_name}}, it is time to schedule your next maintenance visit with {{company_name}}. Appointments are filling up fast so please schedule with us soon by replying here or calling us at {{tracking_phone_number}}.

AVAILABLE MERGE TAGS

Customer First Name	{{customer_first_name}}
Company Name	{{company_name}}
Schedule Appointment Widget (Web Link)	{{schedule_widget_web}}
Schedule Appointment Widget (Customer Portal Link)	{{schedule_widget_portal}}

Time of Day ⓘ

XX:XX AM ⌚

Hi Scott, it is time to schedule your next maintenance visit with Greg's HVAC Services. Appointments are filling up fast so please schedule with us soon by replying here or calling us at (310) 412-9056.

[Source: Product Illustration | Automated Text Messaging (Desktop)]

[Learn more about how efficient dispatch management helps home service businesses and why dispatch software helps grow your business.](#)

Tools to Optimize Customer Reviews

As mentioned earlier, we know that customers appreciate access to tech bios via ServiceTitan by the number of times they are mentioned positively in customer reviews.

ServiceTitan makes it easy for customers to leave reviews by including a built-in tool as part of its customer experience software that automatically sends out a survey request after each job has been completed. This makes it easy for customers to share their experience on an online review site (Google, Yelp, etc.) while it's fresh in their mind.



[Source: Post Your Review: Titan Home Services | Mobile]

We also have a [reputation management tool](#) that lets you automate sending review requests to customers so you can stay on top of your online reviews, reply to reviews, show appreciation to customers, and get insights into which technicians are attached to which reviews.

Learn more about [how to ask customers for reviews to improve your online rankings](#) and read our [tips on how to improve the customer experience](#).

Interested in How ServiceTitan Helps Deliver Tech Bios to Customers?

Creating compelling tech bios is only part of the equation. Delivering those bios directly to customers at appropriate moments in the customer journey enhances customer service and builds trust in your technicians as well as your business.

ServiceTitan's features automate delivering your tech bios and GPS tracking information via text so that your customers know which technician is visiting their home or business, and when.

In addition to helping service businesses automate the delivery of technician bios and tracking information directly to customers, ServiceTitan software includes several features that help improve the entire [customer experience](#) including:

- Call booking software that helps you organize all of your customer information in one operating system, right from the first call.
- Scheduling and dispatching features so dispatchers can view the complete customer history and the available time slots for each technician, all from the original screen.
- A mobile app so techs can create estimates via customized price lists, generate invoices, offer financing options, and take payments directly from customers — all on the spot — without involving any physical paperwork.
- And more.

Chris Hunter concludes, *"This is just another tool in the tool belt that ServiceTitan provides contractors. Customer success is our No. 1 priority."*

To find out whether ServiceTitan can help you deliver better customer service, [schedule a free personalized demo](#).