

Three mindset shifts behind the businesses winning with AI

The goal hasn't changed: grow revenue without growing costs. This year, AI changes the equation. Here are the three shifts we're seeing from the businesses actually getting returns.

1

~~Buy more software~~



Get more from what you have

01

Audit before you add

Most service businesses pay for more software than they use. Every new tool adds cost and fragmentation. Find what's underutilized first.

02

Treat data hygiene as a discipline

Clean data is the difference between a system that works for you and one that works against you. Maintain it as an ongoing practice.

03

Invest in adoption, not just features

Without training, configured workflows, and reporting, you're paying full price for a fraction of the value.

WHAT IT LOOKS LIKE

Run a stack audit. Create SOPs for data hygiene. Use TitanAdvisor and assign a dedicated tech champion.

2

~~Add more people~~



Build more capacity

01

Document your SOPs

An AI agent is a new hire that learns instantly, but only from what you give it. Codify how you talk to customers and what happens after.

02

Map your customer journey

AI won't fix a broken journey, it'll run it faster. Humans design the experience, AI scales it, humans refine.

03

Work the demand you've already paid for

Aged leads, open estimates, lapsed members. You don't need more leads, you need capacity to work what's already there.

WHAT IT LOOKS LIKE

Brain-dump SOPs into AI, keep one source of truth. Pull every open estimate and lapsed member over 90 days. Use our [customer journey template](#) and our [outreach templates](#).

3

~~Track your data~~



Use data to drive decisions

01

Your platform is an OS, not a filing cabinet

Top performers have their platform actively making decisions, from adjusting scheduling to throttling ad spend based on demand.

02

Move now, while most are still deciding

Only 12% of contractors have embedded AI. 41% are wait-and-see. Acting first builds a compounding advantage.

03

Maintain your data like the asset it is

Clean data makes every layer on top perform better. Messy data drags everything down. Quality compounds both ways.

WHAT IT LOOKS LIKE

Start with a data quality audit. Then identify one decision your platform should be making automatically (scheduling, ad spend, follow-up) and turn it on.

The through line:

The businesses winning with AI aren't the fastest adopters. They're the ones who got their foundation right. AI amplifies whatever's underneath it, so make sure what's underneath is worth amplifying.

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