

Engage Your Customers

How a multi-location flooring company increased their sales conversion rate by 50%

The Client

- Owner of multiple flooring franchise company locations
- Web.com for Enterprise client since 2008

Challenges

- Sales team was missing 20% of their inbound customer calls.
- Difficult to hold sales teams accountable for overall customer experience and lead follow up.
- Limited insight into the ROI of digital marketing efforts.

Goals

- Significantly decrease the number of calls going to voicemail.
- Increase overall lead quality and conversion rate.
- Track TV advertising as well with a new tracking number.

Solutions



Call Auditing and Scoring



Custom Local Website



Pay-Per-Click Advertising



Local SEO



Google My Business Directory Services



Custom Reporting Services

Outcomes in First 6 Months of 2018

Decreased number of calls sent to voicemail by 65%
Boosted answered call rate by 60% for new customer call-ins

Key Drivers – Lead Audit and Scoring solution highlighted times when calls were not being answered and helped location make appropriate operational and staffing changes.

Increased sales conversion rate by 50%

Key Drivers – Customized reporting paired with the Lead Audit and Scoring service helped inform a weekly sales team review of the website's lead pipeline and resulting sales strategy.

Increased total lead volume by 30% month-over-month

Key Drivers – Ongoing campaign refinement based on local market opportunity and product interest. Dedicated account management team worked with multi-location owner to optimize local promotions by seasonality.

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