

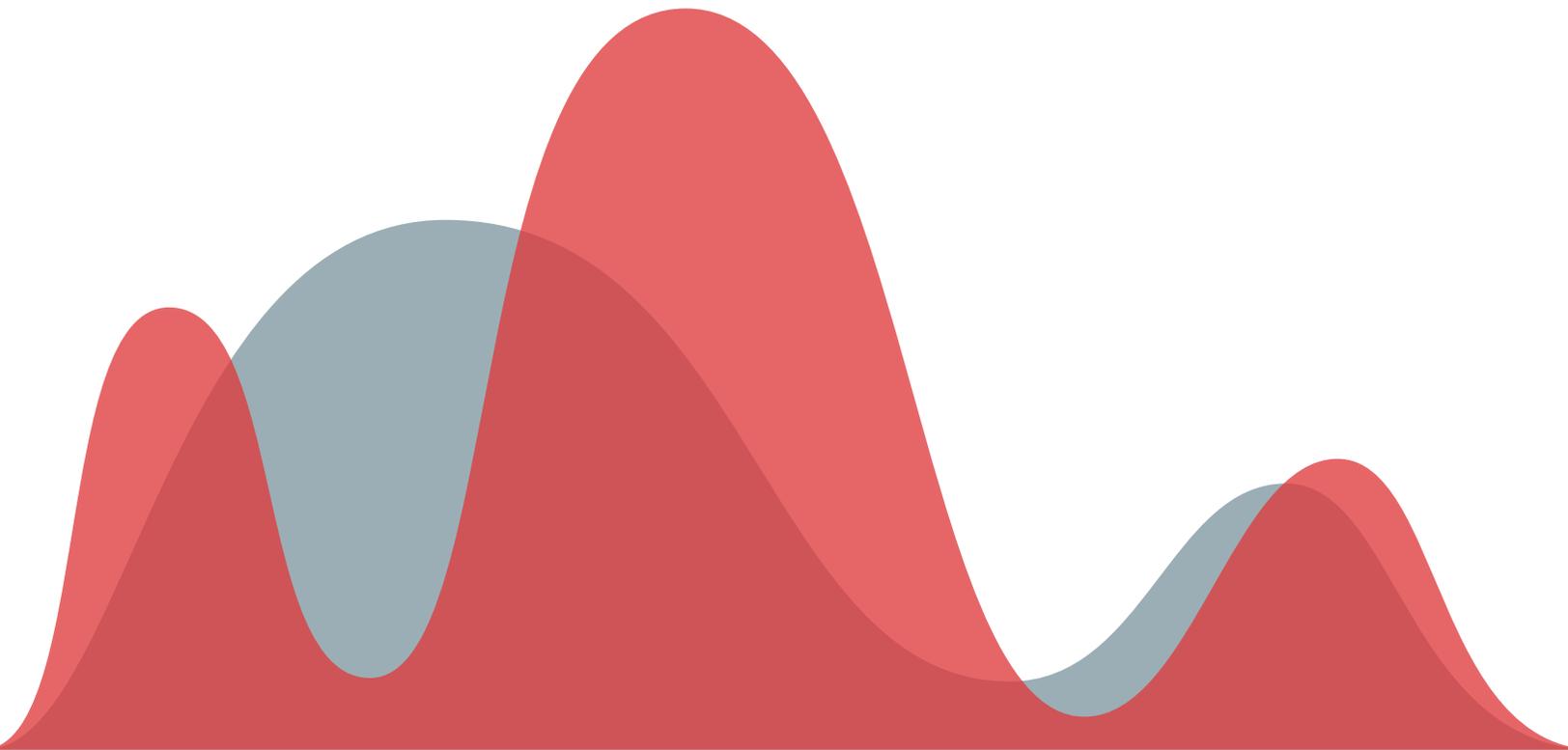


improveit 360

CASE STUDY

QUALITY HOME EXTERIORS

How to Better Manage Call Center Operations & Campaigns





DIFFICULTY IN MANAGING AND MEASURING CALL CENTER PERFORMANCE

Call centers are at the core of revenue generation for many home improvement companies. But without measuring key metrics in your operation, you don't know if you're hitting your maximum profitability goals or if your reps have everything they need to succeed. If you're overflowing with data, it can be a huge task to find everything you need to make the best decisions.

Brian Diamond, CEO of Quality Home Exteriors in Omaha, Nebraska, knew he needed a better way to manage his call center. "For us, there was no easy way to manage our agents or track the campaigns to get the best results. Before, we had been manually entering performance data into a spreadsheet. That left an opening for mistakes and the process was arduous," said Diamond.

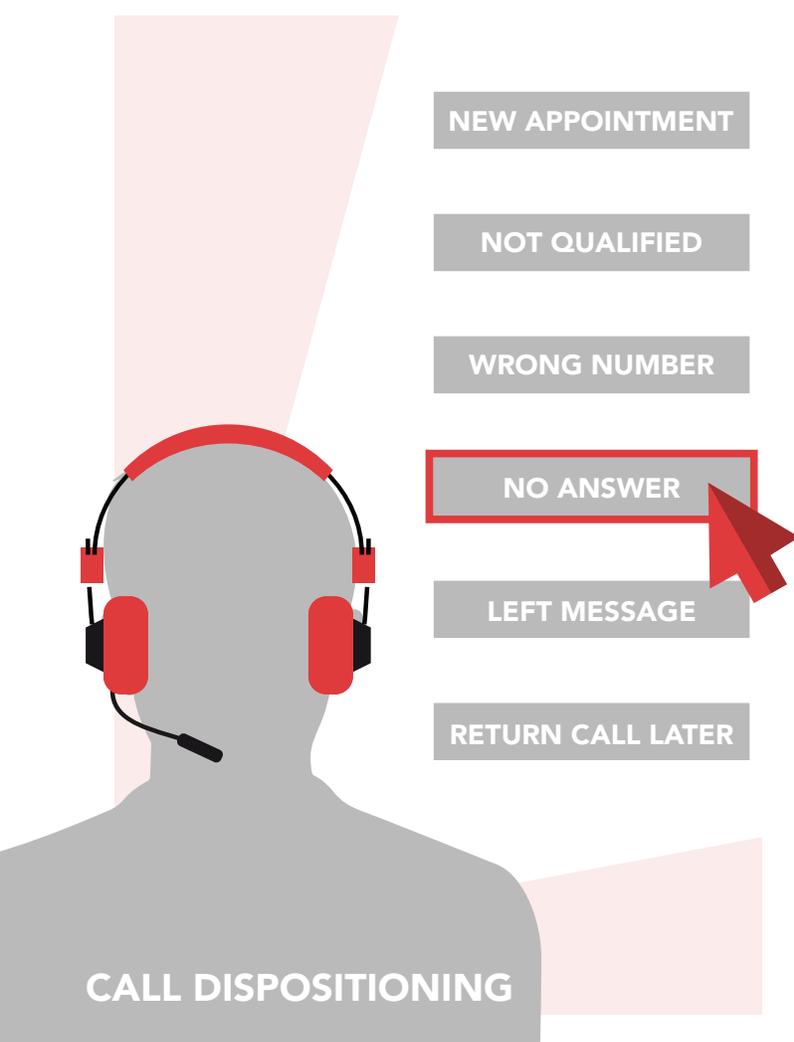
It was hard to see which call campaigns were truly effective and which were not converting to appointments for his sales team. "It was time consuming to manage the database and understand how to best mine it for leads. I also wasn't able to effectively track performance metrics to see how to best utilize the agents' time and if there was anything we could do to assist the rep in achieving better results," said Diamond.

THE KEY TO INCREASING PRODUCTIVITY

With the improveit 360 Enterprise edition, Quality Home Exteriors uses the built-in reporting features for call centers to manage, coach, and evaluate agents as well as their various call campaigns.

They routinely execute campaigns centered on the time leads were received (hot leads), on rehashing prospects (sat for appointments but never bought), as well as on lead sources (calling fresh leads from a recent home show), among several others. "Through the reporting capabilities I'm able to access the information to allow me to utilize the Call Center to its full potential, which means more revenue at the end of the day," stated Diamond.

With the right reports and dashboards in place for call center metrics, they know what's working and what needs to be adjusted for maximum performance. "We're able to see in which campaigns we get the best results converting prospects into appointments."





“Therefore, we could be strategic in when we called certain campaigns and how they were configured to get the best results,” added Diamond. Based on results of every call, they’re able to disposition those prospects to create new campaigns that address the prospects’ objections.

Quicker access to the lead information, streamlined appointment setting options, and the ability to manage and manipulate the campaigns has made a big difference in driving revenue and customer acquisition costs for the better. “We’ve been able to increase our revenue through the call center function because the system allows the agent to see a breadth of information to personalize the call, to find a good time the homeowner will be available through the internal appointment calendar, and to immediately get that information to our sales reps so they can access everything in the home, when it’s time, with the improveit 360 mobile app.”

IT’S WHAT YOU DO WITH YOUR DATA

When you have the right information at your fingertips, it’s easier to better manage your campaigns and staff to ensure optimal results. “It’s more than just using the appointment setting function. We can go the extra mile to drill-down into what time of day we are getting the best contact rate so that we are not wasting labor hours calling during that period. We even look to see when our call center reps slow down on calls-per-hour, which indicates when they typically need a break to get rejuvenated. Information is in the data; it’s all in how you use it,” stated Diamond.

“While there are plenty of CRMs that will work within our organization we have yet to find a system that provides the breadth of capabilities that spans all departments like improveit 360. From cost and profit reports for accounting, call center capabilities for lead generation, mobile apps for the sales division, and the production template I don’t think there is another solution that offers anything similar under one platform for a better investment,” added Diamond.

ABOUT QUALITY HOME EXTERIORS

With over 30 cumulative years of home improvement industry experience, Quality Home Exteriors is a second generation local family-owned company in Omaha, Nebraska. They love to help families get new windows and doors, siding, roofs, and gutters. To them, there is nothing better than being able to help homeowners stay nice and cozy in the winters and keep that cool air inside in the summers.

ABOUT IMPROVEIT 360

improveit 360 is the only business management platform designed to eliminate chaos, lower costs and increase profit. With improveit 360, home pros generate and close more deals by automatically nurturing leads until they buy, track all customer interactions, and manage leads, sales, and projects from one central location. With best-in-class dashboards and reports, owners get a 360 degree view of their operation for better decision-making. This powerful system is web-based with no software to install or upgrade. The mobile apps give your team remote access to vital information on a smartphone, laptop or tablet.