

Coldwell Banker

Case Study





- Problem
- Core Solution
- Result and ROI



Coldwell Banker's Main Struggles

LEAD GENERATION

Low conversion rate from website visitor to lead.

SALES

Low Conversion from lead to sale, due to slow lead activation and weak sales agents performance on calls.

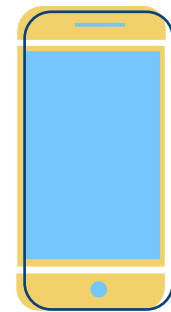
ANALYTICS

Lack of analytics showing which results came from each of their marketing campaigns.

PROBLEM



Used Convolo Tools



The Convolo Phone Button

Was installed on the website and landing pages. It encouraged visitors to request a call bank.



Lead Booster Popup Windows

Were setup to auto-popup to visitors based on key factors indicating their readiness to convert.



Advanced Lead Activation Automation

Was implemented to connect every new lead with a sales agent within 55 seconds.



Advanced Call Routing

Was setup to rotate assignment of calls between up to 50 different agents, giving each sales agent the same amount of lead opportunities, but also re-assigning leads automatically when sales agents did not act promptly.

Social Media and Website Lead Forms Integration was setup to Activate, Auto-Assign, and Track leads from all Lead Forms on Social Media and the website.



Data Whisper was setup to give sales agents detailed information about the Lead and their interest before getting connected to the client.



Call Recordings were used to check sales agents performance and to be used for training purposes.

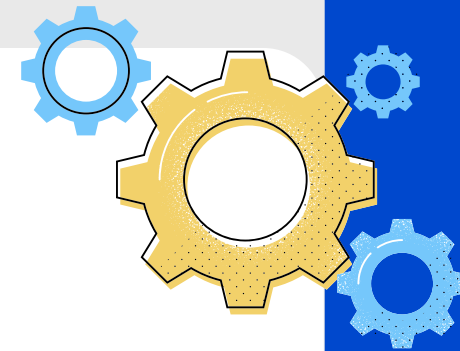


Campaign and Keyword End-to-End Analytics were used to track and compare the performance of each advertising campaign.



Additional Features





The Client Journey Visualization Tool

Was used to show how visitors respond to campaigns and move on the website before converting.

Two Click Call Results Tracking

Was setup to help sales agents track each call result in a simple and convenient way without needing to access the CRM system.

Two Click Client Experience Rating

Was setup to let Coldwell banker collecting ratings from clients about their experience after each call in a simple and convenient way.

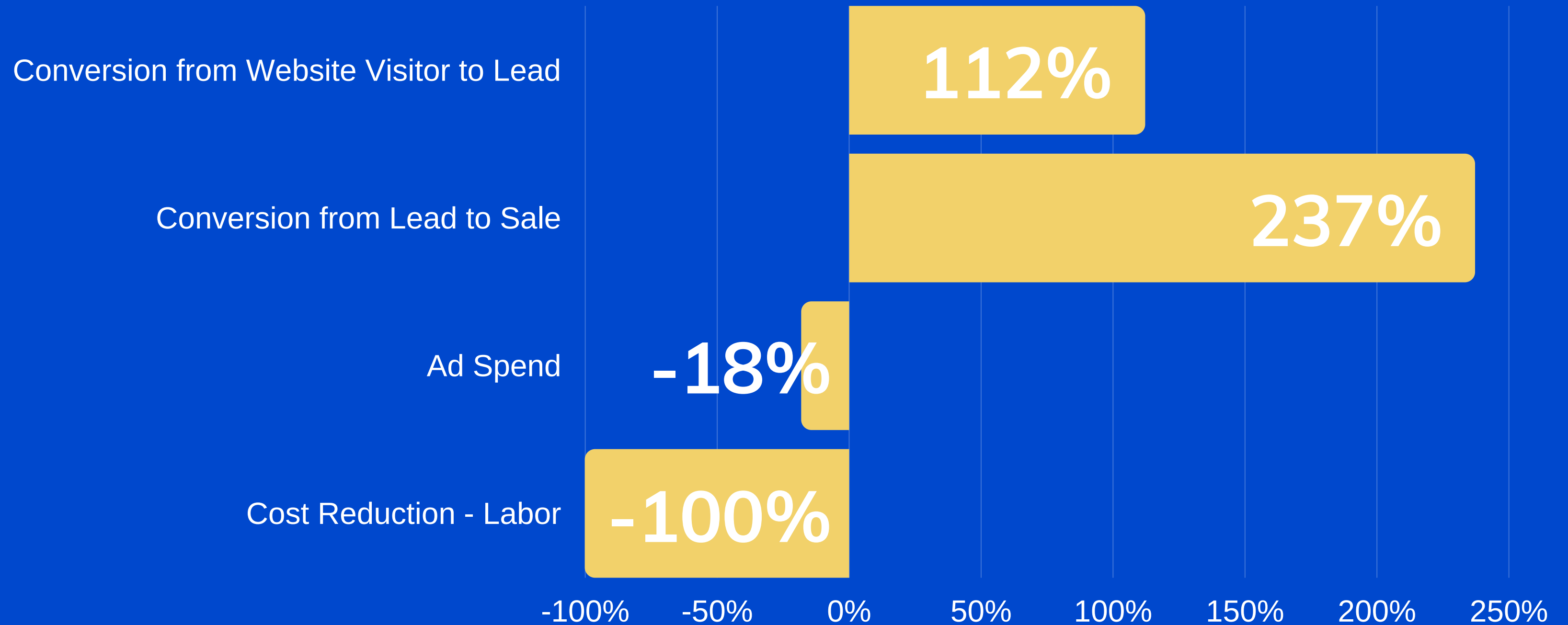
Advanced Automations

Were used to eliminate manual labor in the lead management process.



Result

After implementing Convolo Leads, the following results were recorded:



*Parts of the calculations could include estimations based on historical data

ROI

Convolo can help grow your business and amplify your marketing efforts with minimal waste spend.

4900%

*Ask us for detailed calculations when needed.



Contact Us

+1 374 474 85 88

www.convolo.ai



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