

“Integrated Customer Contact Solutions help to Grow National Commercial Lawn Care Company”

Our client

One of the Country's largest franchised commercial Lawn Care Companies is assigning a fair-share of its success to support from Ameridial, an integrated customer contact solutions provider.

Ameridial has been serving the client since the mid-90s and has been a significant contributor to the client growth from 65 Franchised Units in 1998 to more than 185 Units in 2008 in 30 States. The program is integrated in several dimensions.

Customer Profiling

Ameridial and its partners have been able to provide highly targeted prospecting lists that the client's Franchise Owners (“Owners”) use for mail, calling and local prospecting. One of the client's key success strategies has been understanding their target market well and keeping their data clean. The client estimates roughly 25% new businesses and/or contact names each year."

Direct Mail

High-impact direct mail and fulfillment is more effective and yields a better return when used in conjunction with a high-quality list. Along with immeasurable brand awareness benefits, the client estimates a lift in response from about .5% to about 1.0%, with a 5% reduction in overall direct costs associated with direct marketing.

Appointment Process

A blended call center solution enables prospects to call and set their own appointments. If they don't call, Ameridial will call each prospect and attempt to book face-to-face appointments for each Owner. Ameridial will also call the prospect two days prior to the appointment date in order to verify the appointment.. This is an additional opportunity to verify qualifying information and also verify that contact is expecting the appointment.

Integrated Tools

Every franchise owner has their own appointment calendar online. Each is able to set their personalized calendar defaults and unavailable times by exception. They are also able to listen to the call in which Ameridial set the appointment by pulling down digital recordings from a secure ftp site. This enable franchise owners to intimately understand additional information and buying signals from the original call prior to the visit with their prospect. This gives the owner the feeling that they were listening to the conversation.

Post Appointment survey

Ameridial surveys franchise owners after they go on the appointment in order to objectively measure the calling process performance. Was the prospect a decision maker? Did they expect a 30 minute visit? Etc. In this way, we have a continuous channel of feedback and means to improve the program.

The Business Model

\$168 per Appointment

10% Sales Conversion

\$1,680 Cost Per Sale

\$12,000 Average Annual Revenue per Customer for contract services plus the ability to up sell throughout the year.

The biggest advantage to each franchise owner is that each owner, regardless how small or new to the system, has a central and economical marketing resource that rivals that of a Fortune 500 company. Owners are freed up to run and sell their business, while Ameridial delivers the marketing support they need.

Call Steve Trifelos at **800.445.7128 x260** for more information.