



Case Study

Wheeler Caterpillar Co. Increases Conversion Rates 78% with Convirza

Summary

Wheeler Caterpillar receives tens of thousands of phone calls every month. These calls are generated by a healthy marketing strategy consisting of nearly every type of online and offline marketing imaginable: AdWords, retargeting, email marketing, direct mail, SEO, print, radio advertising, and sponsorships.

The calls are then fielded by on-site staff in one of the many departments.

The marketing department at Wheeler is responsible for marrying their marketing budget to the calls and to the conversions---i.e. figuring out whether the calls were good leads and whether or not the call resulted in a sale. Long story short: they need to know which tactics generate calls and which departments/employees/campaigns are producing revenue.

The Need For Data

“I’d say getting visibility was our main problem,” Andrea Young, Marketing Manager at Wheeler

says. “Marketing was struggling to understand what became of the leads once they were handed off the operation areas and/or sales force. We wanted to ensure the leads we generated were receiving attention and care they need to reach fruition.”

Wheeler receives calls for routine equipment maintenance, parts, and service, but they also receive calls for equipment that could produce hundreds of thousands—or maybe even millions—of dollars in revenue. Calls matter. Every call could be worth a lot of money.

“The experience a customer has on the phone could be the difference between a customer transacting more and future business with us or stopping business with us altogether,” Young says.

With a desire to increase its ranking among Cat dealers regarding customer loyalty and to improve on its customer experience, Wheeler believe phone interactions were the place to start. And they simply didn’t know how well their employees were

Company

Wheeler Caterpillar Co.

Industry

Heavy Equipment Sales, Rental, and Service

Line of Business

Caterpillar has 52 dealers across North America. One of the largest and most successful is Wheeler. Wheeler has 10 locations and more than 630 employees across the Intermountain West. Each location has various departments that depend on high quality phone calls to succeed: parts, field service, inside sales, rental and in-shop service. Wheeler has been serving Utah and areas of Wyoming and Nevada since 1951.

Location

Salt Lake City, Utah.



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all those calls marketing was producing.

“From listening to recorded calls, it was irrefutably apparent we weren’t consistently delivering on some of our core customer service beliefs such as to “wow” customers and treat our customers as honored guests.”

And so Young spearheaded an effort to gather more data about phone calls. That’s when she found LogMyCalls and Conversation Analytics.

Implementation

Wheeler uses several call tracking numbers to gather marketing data about which ads, campaigns, and keywords generate phone calls. They also use LogMyCalls’ state-of-the-art call recording device to upload calls, via the API, to LogMyCalls. The LogMyCalls Conversation Analytics engine analyzes more than 5,000 calls each month for Wheeler.

Based on the words and phrases said on the call, Conversation Analytics can determine if the agent had good sales skills, utilized a specific sales technique, or was polite. It can also determine if the caller was a good lead, if they were overly price sensitive, and most importantly, if the call ‘converted.’

In other words, was the call’s outcome what Wheeler wanted it to be?

“This is a company-wide program because of the value it brings,” Young says. “It has helped us be consistent across the dealership.”

Calls coming from real customers into every department are recorded and analyzed. The record-

ings and analytics are then made available to the management team. The management team listens to the calls each month and coaching sessions are performed. Each manager will discuss calls they are responsible for and then take the feedback to individual team members.

Results

- 78% increase in conversion rates - The most important result is a 78% increase in conversion rates in just the last 90 days. That means that 78% more of the calls have the outcome Wheeler wants: a follow-up call, an appointment, a purchase, or an equipment rental reservation. The conversion rate prior to using Conversation Analytics was 9%... now, it is 16%.
- 62% increase in ‘Determining Needs’ – One of the most important sales skills Wheeler found lacking was the ability of their employees to assess exactly what the caller needed. Since implementing LogMyCalls, their ability to determine needs has increased.
- 45% increase in overall sales skills – Conversation Analytics measures the exact sales skills of each person, department, and location. And company-wide, sales skills are up 45%
- Marketing efficiency – And now that Young has begun using call tracking numbers, she says her marketing spend will grow more efficient.

So, why is the marketing manager so concerned



about what happens on the phone? Why is she concerned about what happens to the leads she produces?

“It helps the whole company,” she says. “It is important that the value of each customer experience is maximized and no marketing dollars or customer time is wasted. This program helps us achieve this.”

LogMyCalls Conversation Analytics: Sales and Marketing Data

Wheeler has embedded LogMyCalls Conversation Analytics into their marketing and performance management programs. It is an integral part of what they do.

“LogMyCalls has given Wheeler a tool and a program to truly differentiate it from its competitors,” Young says. “Its helped us see ourselves as one company working toward one goal: to best serve our customers by taking ownership of the call even if the solution falls outside of the rep’s direct area of responsibility.”

That’s changed now that Wheeler is analyzing calls with LogMyCalls Conversation Analytics.

“The data is just amazing,” Young says. “We’re excited about this data and look forward to leveraging it in different ways to continue to grow our revenue and customer loyalty.”

About Convirza

Convirza is the next generation of intelligent call tracking and marketing automation. Convirza allows marketers to track marketing ROI, close rates, lead quality, and call quality. Integrating award-winning features like Dynamic Number Insertion (DNI), full-scale Google Analytics integration, and exclusive Conversation Analytics. Convirza is the most robust call tracking solution on the market.

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