



Case Study

How Gerald's Tires Increased Close Rates by 281%

Overview

To determine whether to spend more money on online marketing and to help them book more appointments, Gerald's Tires and Brakes needed a solution that provided both call tracking and call scoring features. They needed a tool that was simple, inexpensive, and most importantly, something that managers and employees would actually use.

Gerald's puts Convirza local phone numbers on their website to track the number of calls their web marketing produces. They also use Convirza to track phone close rates and booked appointments. Convirza is an integral part of Gerald's stunning success.

Challenge

"We literally had no idea how many calls our website was generating." David Ard, VP and General Manager says. "We weren't spending money to improve our website and we didn't market the website."

Gerald's Tires simply didn't know which marketing channels were effective and which were not.

Gerald's needed Convirza for another reason as well. Ard says his employees were not booking appointments when someone called their stores. "Our guys were wasting calls," Ard says. "People were calling us and asking about tires but we couldn't book the appointment."

In short: Gerald's Tires was not optimizing their marketing spend. And they weren't taking advantage of the calls they were getting. They were wasting money and losing potential businesses.

Solution

Gerald's began using Convirza in early 2012. Gerald's needed Convirza to do two things: first, they needed to track how many calls their website was producing (they suspected not very many). And, second, they needed to start booking more appointments over the phone.

Ard assumed that the Gerald's Tires website was producing 100 – 150 calls each month. He immediately placed Convirza local numbers on

Company

Gerald's Tire and Brakes

Industry

Retail Tire & Repair

Line of Business

Gerald's Tires and Brakes has 6 locations and 115 employees in South Carolina. Gerald's Tires sells tires and brakes to retail customers and provides other automotive repair services as well. Gerald's is focused on efficiency. They demand specific, measurable and time-oriented results from their vendors, employees, and internal programs.

Location

Headquartered in Charleston, SC



www.convirza.com

Would you recommend Convirza?

“No! I don’t want anyone using Convirza but us! I hope none of my competitors get a hold of this. If you have tire shops—especially in the South—do not use Convirza.”

David Ard, VP and General Manager, Gerald’s Tires

Gerald’sTires.net to see what would happen. To his surprise, he learned that the website was actually producing 400-500 calls per month. The print advertising they were spending the majority of their money on was generating almost no calls.

“We were stunned,” Ard says. “You’ve got to be kidding me.”

Additionally, Convirza started scoring calls for Gerald’s Tire and tracking phone close rates—defined as whether or not the caller books an appointment.

Results

Because of the data Convirza provided, Gerald’s Tire decided to revamp their website, spend more money on SEO and online marketing.

And it worked.

In May the website produced 1489 calls. That’s an increase of over 300% from January. All because Convirza showed them where to spend their money. “It has been incredible,” Ard says. “We had absolutely no idea before Convirza.”

Gerald’s also discovered that their employees weren’t very good at closing business and booking appointments. When they first began using Convirza, only 11% of the incoming phone calls resulted in appointments.

“We were in the tank,” Ard says. “We were not doing well at all.”

In May, after 4 months of tracking close rates and implementing internal rewards programs to improve them, the close rate jumped to an average of over 42% in April and May. That’s an increase of 281%!

“As for closing deals, Gerald’s is doing better than we have in a long time,” Ard says.

The Future

“Our management team, all of our employees, everyone, views Convirza as a spectacular success,” Ard says.

And when we asked Ard if he would recommend Convirza to other tire retailers, his answer surprised us:

“No! I don’t want anyone using Convirza but us! I hope none of my competitors get a hold of this. If you have tire shops—especially in the South—do not use Convirza.”

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.

Sign up for a 30 FREE Trial by visiting www.convirza.com/30-day-trial or call 866-811-8880



www.convirza.com