

CASE STUDY

Service Experts recovers missed sales opportunities with Strategic America and Marchex



25%
of missed
opportunities rescued



60%
of recovered opportunities
were new customers



787%
ROI

SA strategic america®



Service Experts
HEATING, AIR CONDITIONING &
PLUMBING

DIGITAL
AGENCY

MARCHEX
SALES EDGE RESCUE

RECOVER
LOST LEADS

HEADQUARTERS
Plano, TX

FOUNDED
1996

WEBSITE
www.serviceexperts.com

Strategic America is an integrated digital marketing agency focused on the home products and services industry. The agency helps businesses grow by creating marketing strategies that offer customized experiences for their clients' customers.

Service Experts provides repair and maintenance of HVAC, plumbing and other home-based systems.

Challenge

Strategic America client, Service Experts Heating & Air Conditioning, needed deeper visibility into call outcomes and a method to capture missed sales opportunities. To help meet their needs, Strategic America and Marchex approached Service Experts with Marchex Sales Edge Rescue, a call monitoring and scoring application that flags missed opportunities in time to take action. Service Experts was already utilizing Marchex call tracking and attribution for marketing campaigns managed by Strategic America, so Sales Edge Rescue was a logical next step.

Using data from calls already being tracked, Marchex found that a significant opportunity to capture missed revenue potentially existed. By generating immediate missed opportunity alerts to Service Experts' support center, and by the support center team taking immediate action, Service Experts could gain a second chance to improve the customer experience and potentially make a sale from opportunities that were otherwise lost.

Based on the number of appointments and sales that would occur from these opportunities, a pilot program demonstrated that using Sales Edge Rescue across all Service Experts locations had the potential to generate significant incremental revenue from leads already procured.

Solution

Service Experts was using a solution through their support center software that alerted them when certain opportunities were missed on phone calls. However, the immediacy of the alerts provided by Marchex Sales Edge Rescue, along with the level of detail provided with each alert regarding why an opportunity was missed, justified running a pilot of Sales Edge Rescue with a limited number of locations.

Service Experts assembled a team of representatives dedicated to Marchex Sales Edge Rescue. They were trained to act on alerts and were very effective at setting appointments that were not booked at Service Experts centers. With Marchex Sales Edge Rescue, 25 percent of the attempts made to save opportunities resulted in appointments. Of these, 60 percent became new revenue customers with average revenue per customer far exceeding the industry average.

“The Marchex Sales Edge Rescue program has given us a tool that can improve the customer experience while also saving potential sales opportunities.”

David Moody

VP OF MARKETING AND
CUSTOMER ENGAGEMENT
Service Experts

“With Marchex Sales Edge Rescue, we helped our client, Service Experts, significantly increase revenue from the leads we helped drive by providing them with opportunities to recover missed sales.”

Nathan Johnson

VP OF MARKETING SERVICES
Strategic America

