



FLOOR COVERINGS *international*

CASE STUDY:

Leading Home Services Brand Dramatically Improves Lead Generation and Deal Closure Rates

BACKGROUND

Tom Wood, CEO of Floor Coverings International, wanted to boost sales performance by improving lead follow-up and engagement. Wood challenged his team to increase his deal closure rate by 25%, without increasing the size of the sales team. Knowing that “speed-to-lead” makes a big difference in keeping potential franchisees engaged, the first area of focus was on eliminating the complexity and inefficiencies involved with appointment-setting between leads and sales team member. To address this, Wood set a target of 100% immediate real-time follow-up on new franchise sales prospects.

SOLUTION

Based on best-practices in other industries, the use of Artificial Intelligence (AI)-enabled text interactions and appointment-scheduling was a natural starting point. In addition to efficient follow-up, AI, as part of a robust franchise development platform, could better assign leads to the appropriate franchise development representatives.

Floor Coverings International took advantage of the integration between FranConnect Sky and Lumin.ai. FranConnect Sky is the leading platform for franchise Sales, Operations, and Marketing. Floor Coverings International uses FranConnect Sky Sales, with capabilities including lead scoring, sales process management and regulatory compliance tracking. Lumin.ai provides a smart conversational AI bot solution that engages prospects using text messages.

The entire scheduling process, including complex conversations, can be easily accomplished using the Lumin.ai scheduling bot. The combination of FranConnect’s smart automation and Lumin.ai’s Smart Scheduler bot ensures that all leads are engaged immediately, and that next steps are scheduled efficiently based on availability of team members and the prospects. Prospects get a great user experience because they can get immediate closure or interact later at their convenience without having to navigate back to a separate scheduling platform.

In addition to immediate scheduling of visits and follow up, the solution also automates campaigns that can reach out to leads, including dormant leads. The friendly engagement mechanism via conversational SMS text messaging, along with the automatic logging of user responses, ensures that the organization has all the information centralized and available as needed.

RESULTS

Floor Coverings International met or exceeded all of the goals associated with the project. Specific metrics tracked by the team illustrate a strong Return on Investment(ROI):

>40%

Improvement in lead closure rate

100%

Lead follow up in 1 minute or less

>90%

Automation of scheduled calls

100%

Increase in monthly leads

REDUCTION IN

Administrative costs due to increased efficiency

“FranConnect, together with Lumin.ai, has achieved the highest ROI of any platform in use by Floor Coverings International”

- Tom Wood, CEO, Floor Coverings International

About FranConnect

FranConnect is the leading franchise management software provider. For 20 years, the FranConnect platform has served as the sales, operations, and marketing backbone for approximately 900 brands worldwide. Nine of the Franchise Times Top 10 Fastest-Growing franchise businesses rely on FranConnect to drive growth, improve profitability, and streamline operational performance. FranConnect customers span all sizes, growth phases, and industries and they grow 44% faster on average than the broader franchising market. Backed by private-equity investor Serent Capital, FranConnect is headquartered in Herndon, Virginia, with global operations in India and Canada.

For more information on FranConnect, visit

www.franconnect.com

13865 Sunrise Valley Drive, Suite 150
Herndon, VA 20171
+1 800-280-8305 (Toll Free)
+1 703-390-9300 (Outside US)

Follow Us:   

