

[Case study]

**This is how Kvalitetsflytt
doubled the conversion of
new clients**

... and increase their upsell

Manual and time consuming processes

... Can there be anything more frustrating?

Despite today's technology, many companies have manual and repetitive tasks that literally eat up time and create far from optimal customer experiences. It is cut and paste, to and from excel files, emails and texts are copied, in the middle of all this you must try to measure and understand the effects of all this.


Although it is 2019, this is the reality for many companies. This is also the case for one of our customers, Kvalitetsflytt. This is how their customer conversion looked just a year ago.

Before: Kvalitetsflytt handled their request for proposals like this:

In order to convert visitors to customers, the moving company Kvalitetsflytt had a form on their website (www.kvalitetsflytt.se) where they prompted potential customers to leave their details if they need help.

Before Kvalitetsflytt had implemented Marketing Automation, it stated that the customer received an offer within 24-72 hours, not 30 minutes as it stands today. Not catastrophic, but still too long, so they lost quite many potential customers.

Thank you,
you will receive an answer
in 24-72 hours!



A screenshot of a contact form from the website Kvalitetsflytt.se. The form is titled 'Kvalitetsflytt' in the top right corner. It contains several input fields and a submit button. The fields are labeled 'Namn *', 'E-post *', 'Telefonnummer *', 'Från *', and 'Till *'. The 'Från' and 'Till' fields are dropdown menus. At the bottom, there is a section titled 'Info om flytt *' with two radio button options: 'Jag flyttar inom samma stad' (selected) and 'Jag flyttar till annan stad'. A blue submit button is located at the bottom right.

Namn *

E-post *

Telefonnummer *

Från *

Till *

Info om flytt *

☒ Jag flyttar inom samma stad

☐ Jag flyttar till annan stad

After the form had been filled, an email was sent to an internal email account that needed to be answered by someone at Kvalitetsflytt. This manual process of inquiries was not only very time-consuming (it took about 4 hours per customer!). It was also messy as there was no overview of the leads, how many or who, anywhere.

It led to a conversion rate of 30-40%, which meant that the majority of potential customers were lost to a competitor. All customer follow-up was done manually. If a customer did not respond, someone from Kvalitetsflytt had to contact them and follow up.

Did you know that 89% of consumers will switch to a competitor after a bad customer experience? (according to Oracle).



After: Kvalitetsflytt doubled the conversion of new customers

Kvalitetsflytt, as you have already read, chose to look for an alternative way of handling their offer management. They have about 500-600 leads a month and the goal was to reduce the time spent on this and at the same time increase the conversion of new customers. That was when they came in contact with Data Talks.

From having sent each and every offer manually, Kvalitetsflytt changed this to an automated process where a preliminary price estimate for moving assistance was sent. By doing this, they managed to streamline the handling of offers.

Goal:
Less work - higher conversion

Today the customer fills in whether it is an apartment (and number of rooms) or a villa that they move from and to. They also fill in if they move within in the same city or to another city. Based on this, the customer receives a pre-calculated offer within 30 minutes, which may later be adjusted. (However, in the majority of cases, the automatic calculation is correct).



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Dags för nytt läge?

Kvalitetsflytt är din flyttfirma i Göteborg, Malmö och Borås

Result: Improved customer experience and increased sales

This has not only saved Kvalitetsflytt about 100 man hours a month (which corresponds to a part-time job, which in turn means a substantial cost saving per year). They have also reduced the time that the customer must wait for an offer from up to 72 hours to 5 minutes!!!

Quite a big difference in waiting time, right?

For those customers who do not accept the offer, several reminder emails follow which further increase the conversion. As you know, life can come in between, and things get stuck. Through the reminder email, they help the customers who may have forgotten the offer and thus they can organize their move faster and more efficiently.

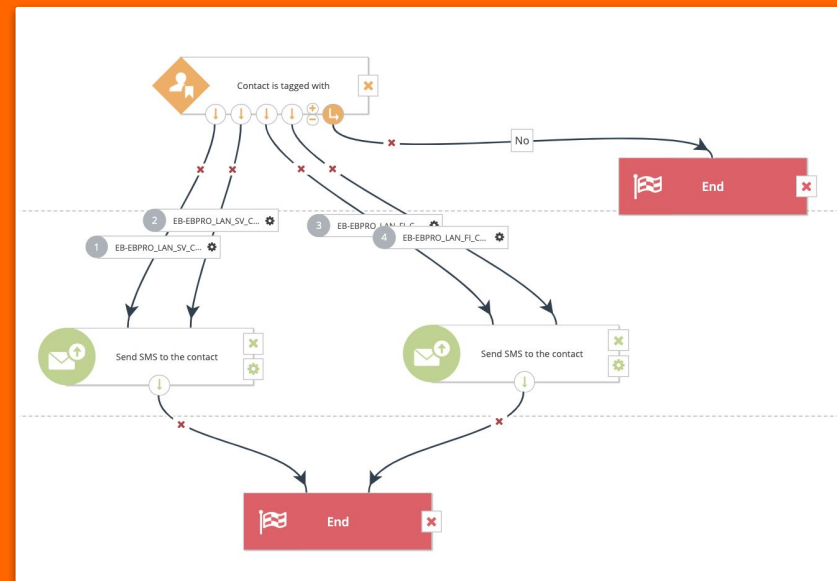
A hand holding a black marker is writing the equation 'TIME = \$' on a white surface. The word 'TIME' is in all caps, followed by an equals sign and a dollar sign. The hand is positioned on the right side of the frame, with the marker tip touching the dollar sign.

TIME = \$

Automating the process led to a doubling of the number of new customers. Previously, Kvalitetsflytt closed between 30-40% of all requests, today they close up to 80%.

With these amazing results, Kvalitetsflytt chose to continue improving the customer experience. Today they also have additional sales in the form of waste handling and cleaning. These two offers will be sent out after a customer has ordered moving service.

The extra sales are set up automatically, which means that Kvalitetsflytt not only increases their sales in connection with a purchase, they also offer a more complete customer experience. The customer gets help with other things which is often added in connection with a move and all booking takes place smoothly, which creates great ease. Finally, an email is sent that gives tips on how to pack optimally.



Create your own win-win-situation

What if you could double your conversion rate of new customers? What would it mean for your business? What would it mean for your income and your final result?

To be able to both increase the conversion rate and improve the customer experience creates a win-win situation. And that's exactly what a Marketing Automation system can do for your business. Want to learn more about Marketing Automation and how we can help your business increase its revenue?

Book a personal advice with one of our Growth Experts and Marketing Automation specialists.

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