

CASE STUDY

Floor Coverings International

Leading home services brand improves customer experience and deal closure rates with Integrated SMS.

The company uses conversational AI for real-time follow-up that revolutionized their scheduling process.

Customer

Floor Coverings International is North America's leading in-home design and flooring provider that offers a shop-at-home service to customers in the U.S. and Canada. The 150 locations across both countries are 100% franchise-based, so each location is locally owned and operated.

Challenge

Floor Coverings International CEO Tom Wood was looking for a national initiative that could impact the deal close rate. Ideally, he wanted to increase the rate by 25% without growing local sales teams. In response, leadership identified an affiliate lead program that cultivated online customer inquiries as a focus area while looking for process improvements. While these online leads were the main source of new customers, leadership knew that Floor Coverings International was not the only company receiving these requests—their largest competitor was also receiving the same online inquiries. The team saw that increasing the "speed to lead" for these online leads was a process change that could impact the deal close rate. In theory, the more leads they could convert to meetings before their competition, the more deals they could close.

Wood set the challenge of 100% immediate real-time follow-up of these online requests for information. However, the team knew this was going to be a difficult goal to meet. As a mobile-first business, local sales reps were always traveling, making customer phone calls difficult.

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FLOOR COVERINGS
international

Summary

CUSTOMER PROFILE

- Floor Coverings International is a USA and Canada-based flooring company
- 100% franchised based
- 150 locations and growing 6 times faster than the national average

CHALLENGE

- Rapidly expanding home services brand with a de-centralized business model (franchises)
- A mobile workforce led to slow prospect inquiry follow-up
- Goal of immediate, real-time customer inquiry follow-up
- Goal to increase deal close rate by 25%

FEATURED SOLUTION

- MetTel Integrated SMS
- MetTel Smart Scheduler Bot

KEY RESULTS

- 100% lead follow-up in one minute or less for 75,000 leads annually
- 40% improvement in lead conversion rate
- Standardized and scaled customer service for an improved experience
- Demonstratable ROI to franchise owners



To meet this real-time follow-up goal, it was imperative that the centralized IT department build-out and scale infrastructure and efficiencies to the independently owned franchises. And, this communication solution needed to fit their mobile business model.

Solution

Floor Coverings International found MetTel's Smart Scheduler Bot with Integrated SMS was a way to meet customers where and when they wanted—via a native channel, texting. This solution worked for franchises because it allowed their teams to stay on the road.

This smart conversational AI bot could engage prospects using text messages but was unique in that it allowed the prospect to communicate in natural-language sentences. Unlike "personal assistants" such as those that power smartphones and smart speakers, MetTel Integrated SMS wouldn't require that the user be taught what to say.

This solution fits the company's initiative to place customers first. Plus, the HQ's IT team could scale this solution to cover all 150 franchise locations. To get started, CIO Ryan Aschauer implemented a pilot program with MetTel.

Floor Coverings International began to see immediate results as they were now engaging with all leads before the competition. The instant a prospect completed a form and requested more information, the Smart Scheduler Bot was able to reply while the desire to learn more was still fresh. Next, the Smart Scheduler Bot booked appointments seamlessly on a sales rep's calendar. The local sales reps never even had to pick up phones or open their calendars.

To Aschauer, the level of prospect engagement was a clear message from customers, saying, "Hey, this is a way that we want to be able to book appointments."

The pilot program with MetTel quickly moved into a broadly implemented process. Since implementing the solution, Aschauer said, "We saw a very significant and almost immediate impact on our ROI."

The next step for Floor Coverings International is to find additional areas of the business to implement MetTel's Smart Scheduler Bot with Integrated SMS.

"Our experience so far has been fantastic. We're really looking now to what other elements of our customer experience need to plug into Integrated SMS," said Aschauer.

ABOUT METTEL

MetTel is a leading global provider of integrated digital communications solutions for enterprise customers. By converging all communications over a proprietary network, MetTel enables enterprise companies to easily deploy and manage technology-driven voice, data, wireless, and cloud solutions worldwide. MetTel's comprehensive portfolio of customer solutions boosts enterprise productivity, reduces costs and simplifies operations.

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Results & Impact

IMPROVED CUSTOMER EXPERIENCE

Clients received immediate and engaging responses to inquiries via their preferred method of communication, text message.

INCREASED REVENUE

Otherwise lost opportunities are converted into booked appointments and closed deals.

INCREASED MARKETING ROI

30% year-on-year boost in lead-to-appointment conversion, boosting lead ROI.

RECOGNIZED AS INDUSTRY LEADER

Floor Coverings International won a 2020 Franchise Innovation award based on this pioneering use-case with MetTel.



"This platform has achieved the highest ROI of any platform in use by Floor Coverings International."

Tom Wood

CEO, Floor Coverings International

