



leadferno
SUCCESS STORY

EINSTEIN MOVING COMPANY BOOSTS BOOKINGS WITH LEADFERNO'S CONVERSION TOOLS

HERE'S HOW LEADFERNO HELPED EINSTEIN MOVING COMPANY ACHIEVE INCREASED LEADS, FASTER RESPONSE TIMES, AND A CONNECTED SALES TEAM.



“Moving companies are a dime a dozen, so it’s important to stand out from the crowd and offer an exceptional customer experience. Responding quickly to leads is very important for our industry.”



Amanda Ware

Customer Experience Manager
Einstein Moving Company

CHALLENGE

PROVIDE A QUICK AND CONVENIENT CHANNEL FOR MOVING ESTIMATES OR TO BOOK MOVES

In the bustling world of box-laden trucks and never-ending bubble wrap, Einstein Moving Company discovered their phone lines could be more jam-packed than a college student's hatchback on moving day.

They needed a superior solution for prospects to connect with them. That solution needed to be easy, fast, and boost their current sales process.

The quest for swift communication that booked more moves led them straight to Leadferno's doorstep.

Amanda Ware is Einstein's Customer Experience Manager overseeing the moving experience from first contact to final move.



“We were looking for another avenue for our customers to reach us quickly. The idea was to help customers who may browse our website but would be more likely to communicate with us through text rather than a phone call to start the process of building an estimate or booking a move.” shared Amanda.

Einstein also has times when their phone lines are overwhelmed. Offering SMS to prospects seeking a moving company has reduced call volume and expanded the teams capacity.



“With our phone lines maxed out during the busy season, SMS was a great way for customers to reach us to set up a phone call.” shared the team.

Smart  MoveSM

EINSTEIN
— MOVING CO. —

Einstein Moving Company is an award-winning mover with 10 locations in Texas and Florida to continually change the residential moving industry.



HIGHLIGHTS

CHALLENGES

- Increase bandwidth
- Faster lead response
- Fit within the existing sales process and team

SOLUTIONS

- Web-to-text widget for website conversions
- Shared messaging Inbox
- Features to support their lead management process

RESULTS

- Over 650 website leads from text in 12 months
- First reply times averaging under 10 minutes
- Sent and received over 75,000 text messages

SOLUTION

MAKE IT FAST AND KEEP IT SIMPLE FOR CUSTOMERS AND THE TEAM

Einstein is already a company focused and winning with fast and simple service. If they were going to add a communication channel for prospects and customers, it needed to fit their commitment to this.



“Leadferno is a clever way to communicate with our customers who may not readily be available for a phone conversation just yet. Customers can get information across and keep us handy, and in the background as they bustle about their day. It’s also nice for them to be able to ask very simple questions with texting that can be answered quickly with one or two sentences.”

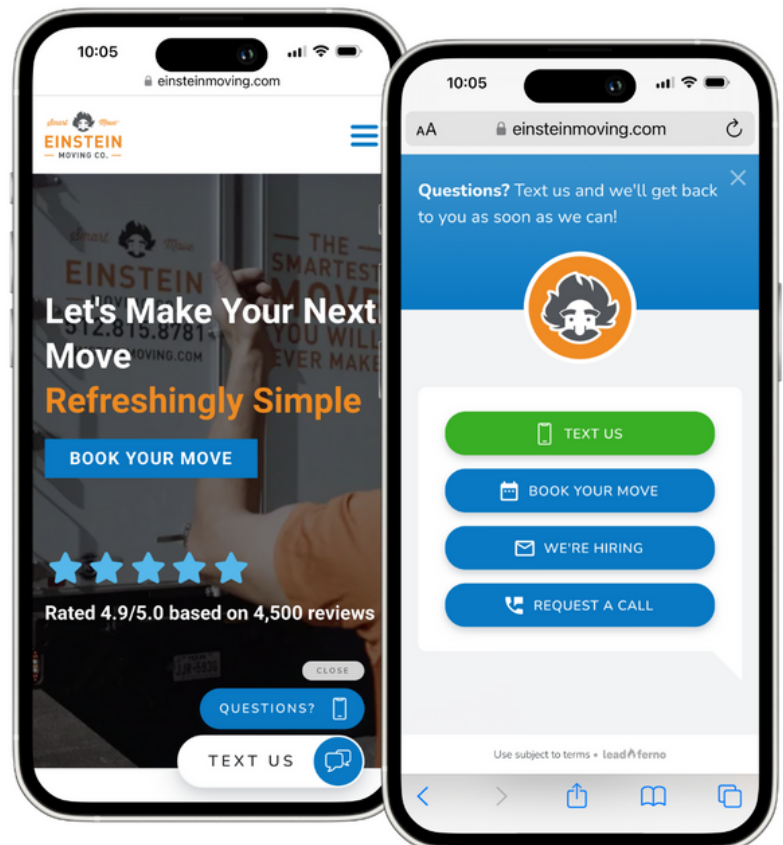
The fact that this avenue can either be synchronous or asynchronous makes it less intimidating and a lot more convenient than emailing for customers to get the information they need.” shared the Einstein team.

Leadferno’s Leadbox, a web-to-text widget, allows website visitors to start a text conversation with Einstein Moving from any device, on any page of their website.

The flexibility of the Leadbox’s Channel Mode allows the display of other important calls to action and conversions.

- Link to their online booking tool
- Link to their hiring page
- Option to **request a call** (and get an auto text reply)

This centralized menu of contact options helps increase conversions.





Adding 2-way texting to their communication channels became a must for Einstein. Their customers want it, and it improved their response times.

“I think it’s super important for businesses to offer text messaging because emails are a longer back and forth process ... if they even get responded to at all by the customer.”



It’s pretty common for a conversation to take days to resolve vs just hours or even minutes with text messaging. More and more customers are wanting to text rather than use the phone as well, so this keeps us competitive.” shared Amanda.

Leadferno allows the sales team for Einstein Moving to manage leads and communication in a centralized platform. With a sales team of eight, the Leadferno platform makes communication collaborative and swift to respond to leads and book moves.



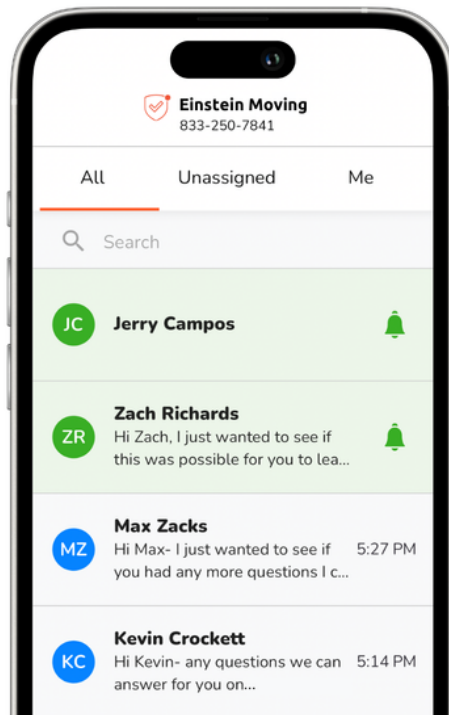
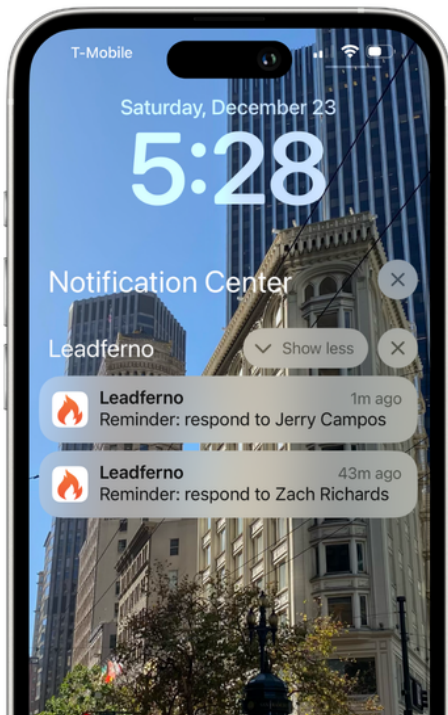
“Leadferno has integrated well with our current processes. The shared inbox is easy to manage and collaborate. All of our team members are remote, so they do not work in the same office. We have had an easy time communicating the assignments and keeping a quick response time.” shared Amanda.

With features built to scale conversations, Leadferno offers business grade text messaging tools that save time and deliver consistency. When asked, the Einstein Moving team shared that **Reminders**, a feature to alert you to a conversation anytime in the future, is their most favorite feature.



“The ‘set reminder’ feature is very useful, that one helps out a lot. Without it, it’s easy to forget to follow-up at a specific time.

Also the “Me” filter in the Inbox makes it easier to track all of the leads you’re working on.” the team shared.



— This example shows how Reminders move a conversation to the top of your Inbox, in green, and send a push notification to take action.

Getting started with Leadferno fit the simple and fast motto of Einstein as well. Their team was easily up and running in no time.



“Setting up and learning how to use Leadferno was pretty straightforward, about a 30-minute tutorial. We then spent time planning out our specific approach to it, and how we were going to utilize it, and keep the leads organized on our end.” said the team.

EINSTEIN MOVING COMPANY RESULTS 675 TEXT AND CALL REQUEST LEADS IN 12 MONTHS

“I think if you are looking for a quick texting option on your website or social media, this platform has great value.” Amanda says.



Using Leadferno for SMS and conversion has helped Einstein Moving Company achieve:

- 675 text and call request leads over 12 months
- Faster response times to leads and customers with an average 1st reply time under 10 minutes
- Efficiently managed over 75,000 text messages
- Lead management by a team of 8 managers that can work in collaboration to close leads

Leadferno helps power Einstein’s 2-way texting with the technology and the features to support their processes. Auto replies, Shortcuts, Scheduled Messages, Tags, Reminders, Transfers, Notes, and more all combine to allow powerful and efficient engagement, workflows, and reporting.

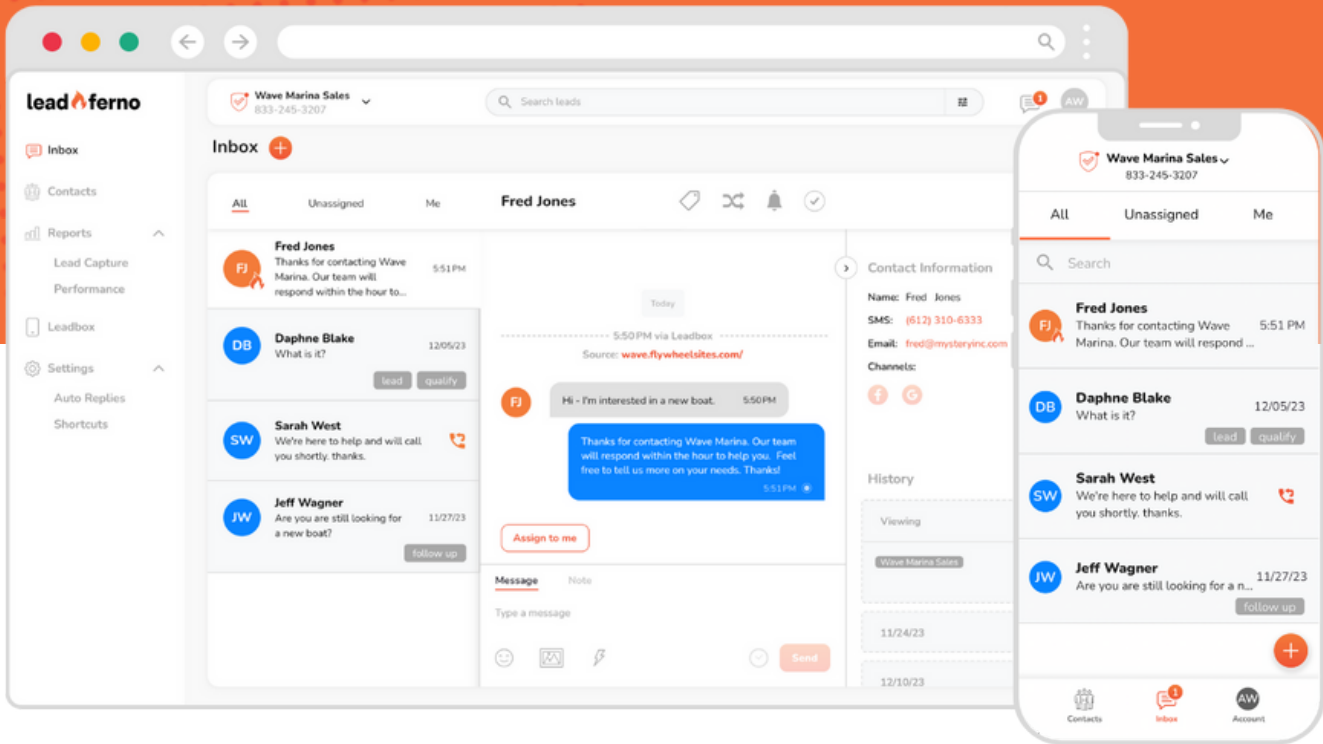
For Amanda Ware, Customer Experience Manager, and the Einstein team, it’s moved lead management and communication to an exceptional level.



“IT’S SUPER IMPORTANT FOR BUSINESSES TO OFFER TEXT MESSAGING OPTIONS.”

leadferno

CLOSE MORE LEADS, FASTER



WIN RIGHT NOW

Leadferno is the **conversion platform** to boost your website leads and close more leads, faster.

Power your business communication with 2-way SMS and messaging tools to delight customers at speed.

- 2-way SMS
- Web-to-text widget
- Shared inbox
- Contacts
- Reporting
- Zapier
- Web & mobile apps
- Landline, Toll-free & 10DLC numbers
- Scheduled messages
- Auto replies
- Saved reply Shortcuts
- Transfers
- Tags
- Notes
- Reminders
- Lead notifications
- Conversation history



Direct integrations with Facebook Messenger, Google's Business Messages, & Google Analytics

14-day free trial & schedule a demo

leadferno.com