

WooSender Case Studies





Personal Injury Law Firm Case Study

Problem

Personal Injury Law Firm was looking for a more efficient way to get in touch with their form leads. They were currently using Active Campaign, an automation software to nurture their leads. After 3 months, they were only able to get 30% of their leads to respond to their free consultation offer.

Solution

To help improve their response rate, the client decided to give WooSender a chance to see if they could increase their response rate and schedule more appointments effectively.

Result

After one month of using WooSender the client saw:

- Their response rate increase from 30% to a 80%
- Their schedule rate from 42% to an 65%
- And 57 Cases produced from old leads that were unresponsive in their Active Campaign account!

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contacts	2	Conversations	Campaigns			% 🗰	[CALGARY] A: Jabir Moh
All Contacts						Q Search contact	Action × + A
Lead Contacts		CONTACT NAME	STATUS	\$	CAMPAIGN NAME	TAGS	CAMPAIGN START DATE
esponded Contacts		Esmaeil	Won		[Calgary] Google Ads Follow Up	Google Ads MVA	Sep 24, 2020 8:36:45 pm
howed Contacts cheduled Contacts		Decheng Lu	• Won		[Calgary] Personal Injury Follow Up	MVA	Jul 16, 2020 5:46:10 pm
topped Contacts		Mark Calis	• Won		[Calgary] Personal Injury Follow Up	MVA	Jun 22, 2020 1:30:52 am
fon Contacts		D Lazaric	• Won		[Calgary] Personal Injury Follow Up	MVA	May 03, 2020 11:43:58 pm
ost Contacts		Mohamed Ahmed	Won		[Calgary] Personal Injury Follow Up	MVA	Apr 10, 2020 7:47:45 pm
		Tyler McKinnon	Won		[Calgary] Personal Injury Follow Up	MVA	Apr 06, 2020 4:50:54 am
		Nikki Lloyd-Galve	z 🕒 Won		[Calgary] Personal Injury Follow Up		Mar 31, 2020 10:51:50 am
		Robert Cole	Won		[Calgary] Personal Injury Follow Up	MVA	Mar 27, 2020 2:18:50 pm
CAMPAIGN O	/ERVIE\	N					
LEAD 363		RESPONDE	D	SCHEDULED		WON	
		291		189		57	
New Contacts		80.2% Responded	Rate	65% Scheduled Rate	3	0% Won Rate	



HVAC Case Study

Problem

HVAC company was currently generating leads using Social Media ads and Homeadvisor. While they were generating many leads using these platforms, the biggest problem they had was getting in touch with leads. They tried implementing an autodialer to improve their response rate, but they were only able to get in touch with 20% of their leads. Even worse, most of the leads they got in touch with were already called by their competitors!

Solution

To help increase their response rate and improve their speed to lead, the client decided to give WooSender a chance.

Result

After one month of using WooSender the client saw:

- Their response rate increase from 20% to 65%
- Their schedule rate from 32% to 55%
- And 85 deals closed in their first month!

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🗰 sender 📮 Contacts	Conversations	Campaigns		و	A: Armon Hatcher C: Eri 🕁
All Contacts				Q Search contact	Action ~ + Add (
Lead Contacts		⇒ status	🗢 CAMPAIGN NAME	⇒ TAGS	
Responded Contacts	Linda Gavic	e Responded	HVAC Follow Up		Aug 24, 2020 2:41:58 pm
Showed Contacts	Eric Simonsen	Responded	HVAC Follow Up		Aug 24, 2020 1:44:04 pm
Scheduled Contacts Stopped Contacts	Bob Kjenslee	Responded	HVAC Follow Up		Aug 23, 2020 5:25:46 pm
Won Contacts	Carl Andrrson	Responded	HVAC Follow Up		Aug 21, 2020 9:56:38 pm
Lost Contacts	Destiny McCabe	Responded	HVAC Follow Up		Aug 21, 2020 8:05:13 pm
	Rex Moody	Responded	HVAC Follow Up		Aug 21, 2020 7:13:02 pm
	Marcie Goodfell	ow e Responded	HVAC Follow Up		Aug 21, 2020 5:31:04 pm
	Evelyn Zelada	e Responded	HVAC Follow Up		Aug 21, 2020 9:07:51 am
	□ · <i>"</i> ·	• • • • •			
CAMPAIGN O	VERVIEW				
LE	AD	RESPONDE	D SCHEDU	JLED	WON
			1 4	1	05
3	96	257	14	1	85
New C	Contacts	64.9% Responded F	Rate 55% Schedul	ed Rate	60% Won Rate



Mortgage Case Study

Problem

Realestate Agency was looking for a more efficient way to get in touch with their form leads. They were currently using Top Producer to handle their leads. They tried implementing an auto-dialer to improve their response rate, but they were only able to get in touch with 40% of their leads.

Solution

To help improve their response rate the client decided to give WooSender a chance to see if they could increase their response rate and schedule more appointments effectively.

Result

After one month of using WooSender the client saw:

- Their response rate increase from 40% to a 86%
- Their schedule rate from 23% to an 82%

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Koo sender 📮 Contacts	E Conversations	Campaigns					Crystal Cove Luxury Wat
All Contacts						Q Search	contact Action - + A
Lead Contacts	CONTACT NA		STATUS	\$		🔷 TAGS	CAMPAIGN START DATE
Responded Contacts	Paola Domir		Responded		real estate	-	Oct 29, 2019 1:51:03 pm
Showed Contacts	Jack Matara	550	Responded		real estate		Oct 29, 2019 1:51:06 pm
Stopped Contacts	Bob Speary		e Responded		real estate	-	Oct 29, 2019 1:51:07 pm
Won Contacts Lost Contacts	Jose luis ran	nos Jr	e Responded		real estate		Oct 29, 2019 1:51:05 pm
	Edwin Made	ra	e Responded		real estate		Oct 29, 2019 1:51:05 pm
	Gayla Saneh	oltz Owen Price	e Responded		real estate	-	Oct 29, 2019 1:51:05 pm
	Eric Waxma	n	e Responded		real estate		Oct 29, 2019 1:51:05 pm
	Luis Carlos .	Jimenez Achury	e Responded		real estate		Oct 29, 2019 1:51:06 pm
CAMPAIGN OV	/ERVIEW						
E. LE	AD	RE	SPONDE	D	SCHEDU	ED	WON
1377			1184		970		536
New Co			Responded F		82% Scheduled	-	55% Won Rate
		30/					



Rehabilitation Case Study

Problem

Rehabilitation company was currently using Salesforce and Marketing Cloud to nurture their inbound form leads with only 40% of leads turning into a phone call. They were looking for a solution to effectively engage old leads.

Solution

To help effectively engage old leads, they implemented a reengagement campaign inside of WooSender.

Result

After a 90-day test pilot of using WooSender the client saw:

- Their response rate increase to 85%
- Their schedule rate to 65%

Sender Scontacts	Conversations EC	Campaigns		ر	, 🗰 Unity Behavioral Health 🖆
II Contacts				Q Search conta	Action ~ + A
ead Contacts		🜲 STATUS	CAMPAIGN NAME	🚔 TAGS	
esponded Contacts	Buchwald Julia	e Responded	Neuro Follow Up Campaign (UBH)	-	Oct 30, 2019 1:14:24 pm
howed Contacts	Marc DeRosa	Responded	Neuro Follow Up Campaign (UBH)	-	Oct 14, 2019 9:29:13 pm
cheduled Contacts topped Contacts	Karen	Responded	Neuro Follow Up Campaign (UBH)	-	Oct 03, 2019 8:36:02 am
Von Contacts	David Test	e Responded	Neuro Follow Up Campaign (UBH)	-	Oct 02, 2019 5:52:47 pm
ost Contacts	Danielle Ryan	e Responded	Neuro Follow Up Campaign (UBH)	-	Sep 30, 2019 4:04:06 pm
	Bethany	Responded	Neuro Follow Up Campaign (UBH)	-	Sep 30, 2019 3:26:51 pm
	Bill Reece	Responded	Neuro Follow Up Campaign (UBH)	-	Sep 30, 2019 7:41:44 am
	Christina white	Responded	Neuro Follow Up Campaign (UBH)	-	Sep 29, 2019 10:01:54 pm
	Everitt Gardiner	Responded	Neuro Follow Up Campaign (UBH)	-	Sep 29, 2019 11:47:59 am
CAMPAIGN	OVERVIEW				
L	EAD	RESPONDED	SCHEDULED	>	WON
2299 New Contacts		1954	1270		190
		85% Responded Rat	e 65% Scheduled Rat	e	15% Won Rate



Solar Case Study

Problem

Solar Company was currently generating leads online. They were looking for a solution to avoid following up with leads manually and cold calling.

Solution

To help effectively engage leads, they implemented a WooSender AI campaigns.

Result

After a 30-day test pilot of using WooSender the client saw:

- 53% Response Rate (without cold calling)
- 57 Appointments (without following up)
- 35 close deals (62% Won Rate!)

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sender 📮 Contacts	E Conversations	Campaigns			% 🗰	Unlimited Investors Group	
All Contacts				٩	Search	Action V + Ad	
Lead Contacts	CONTACT N	AME 💠	ASSIGNEE 🌲	PHONE NUMBER 🌲	STATUS 🌲	AGENT DISPOSTION	
Responded Contacts	M COLEMAN		Sadie Kippenberger		• Won	Sold	
Showed Contacts Scheduled Contacts	p spence		Sadie Kippenberger		• Won	Sold	
Stopped Contacts	Eddie Shay		Jason White	(+1) 910-779-7233	• Won	Sold	
Won Contacts	Yata Butler		Jason White	(+1) 910-229-3825	Won	Sold	
Deleted Contacts	Robert Bock	mon Jr	Eric Brown	(+1) 317-696-7420	• Won	Sold	
	Patricia E Bro	owning	Deborah Quaglietta	(+1) 401-696-6986	Won	Sold	
CAMPAIG	N OVERVIEW						
+							
136		RESPONDED		SCHEDULED		WON	
				57		35	
Nev			onded Rate	80% Scheduled Rate	62	62% Won Rate	



Life Insurance Case Study

Problem

Life Insurance agent was currently generating leads online. They were looking for a solution to avoid following up with leads manually and cold calling.

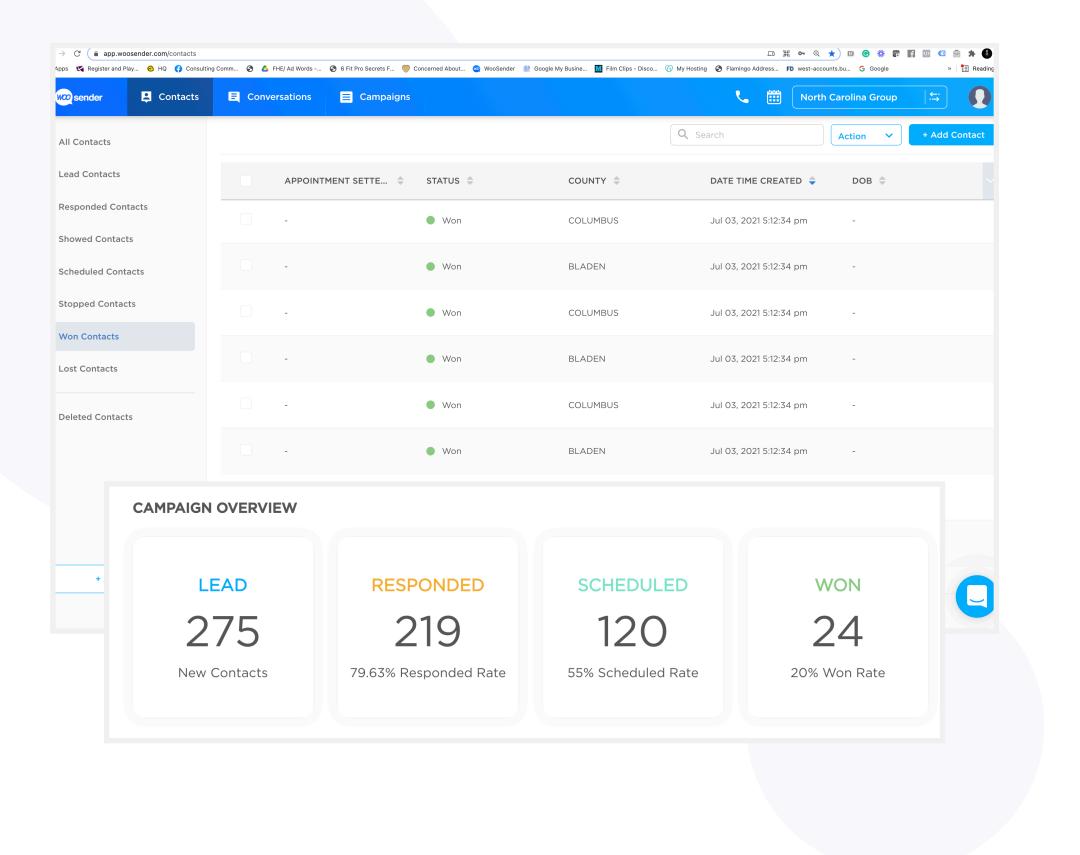
Solution

To help effectively engage leads, they implemented a WooSender Al campaigns.

Result

After a 30-day test pilot of using WooSender the client saw:

- 79.63% Response Rate (without cold calling)
- 120 Appointments (without following up)
- 24 close deals



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