



# 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.

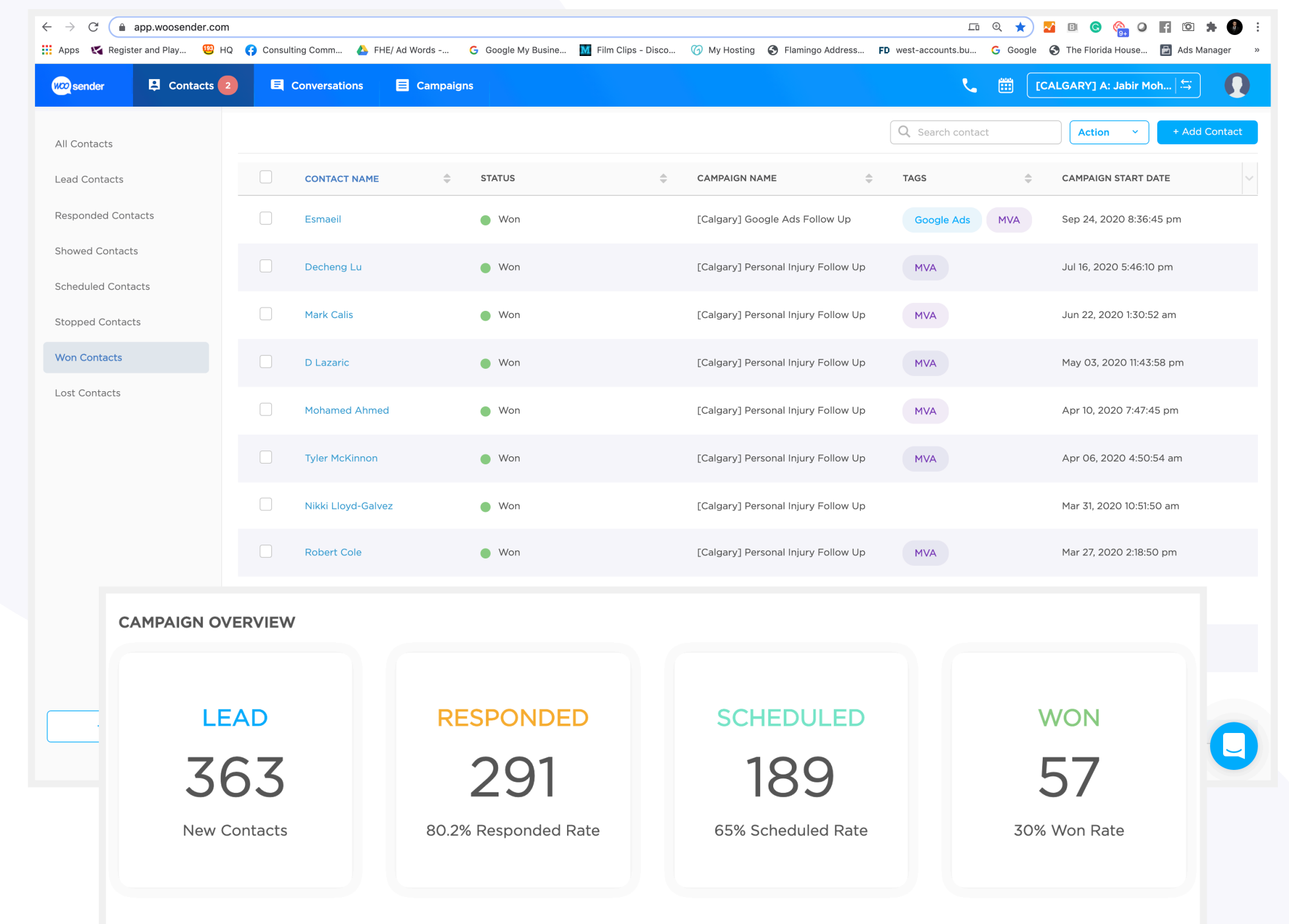
## Solution

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!



# 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 auto-dialer 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!

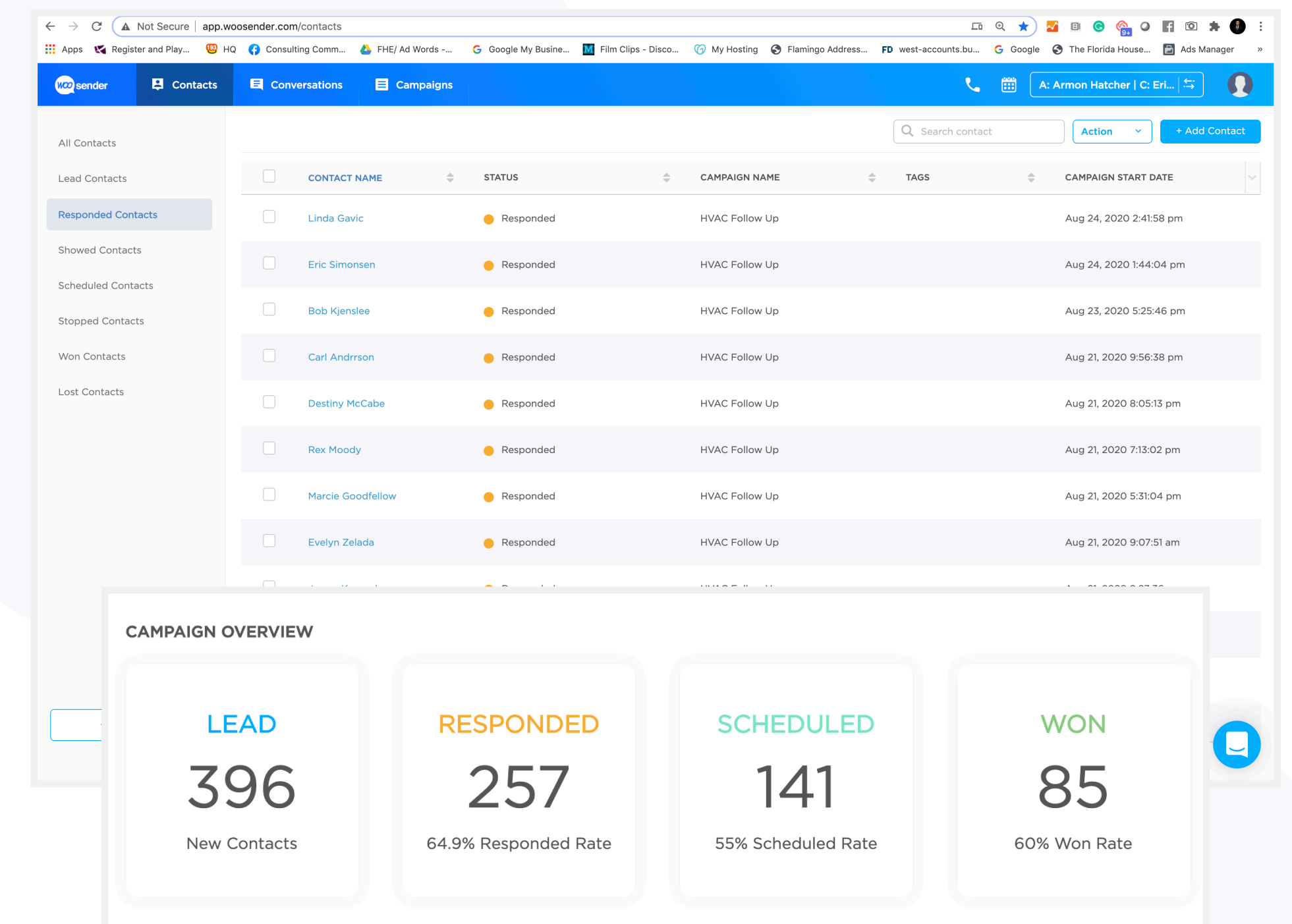
## Solution

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!



# 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.

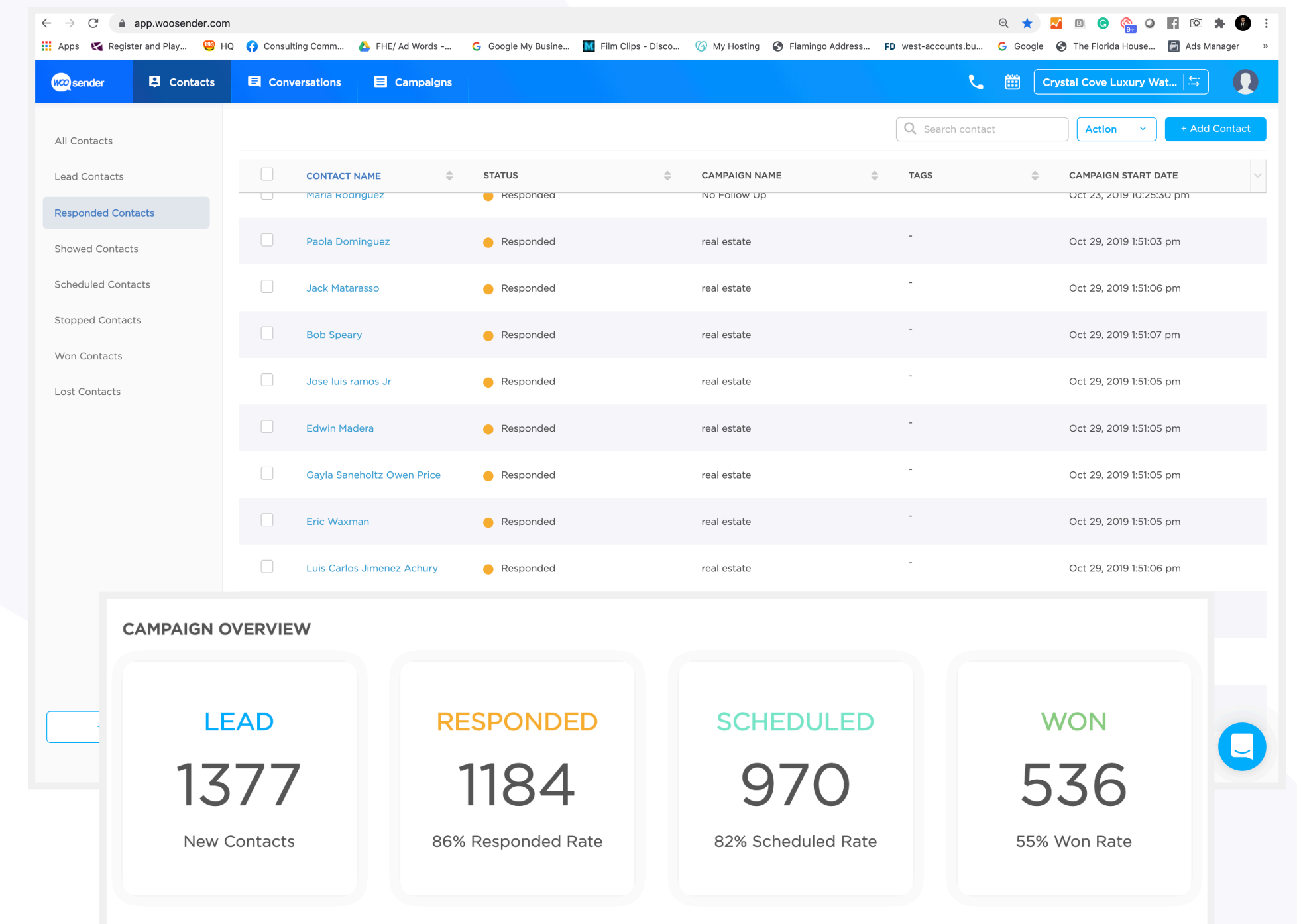
## Solution

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%



# 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.

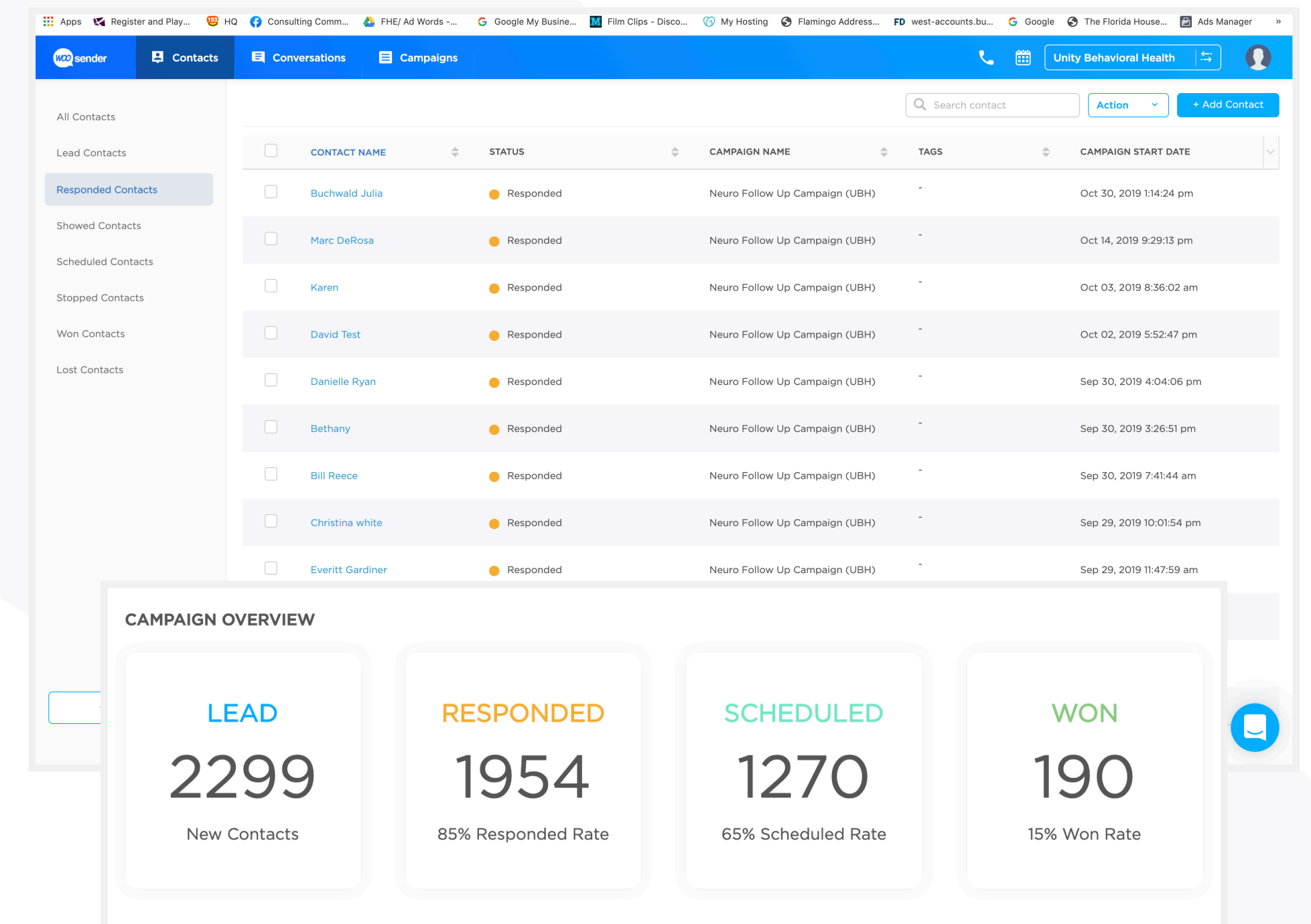
## Solution

To help effectively engage old leads, they implemented a re-engagement 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%



# 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.

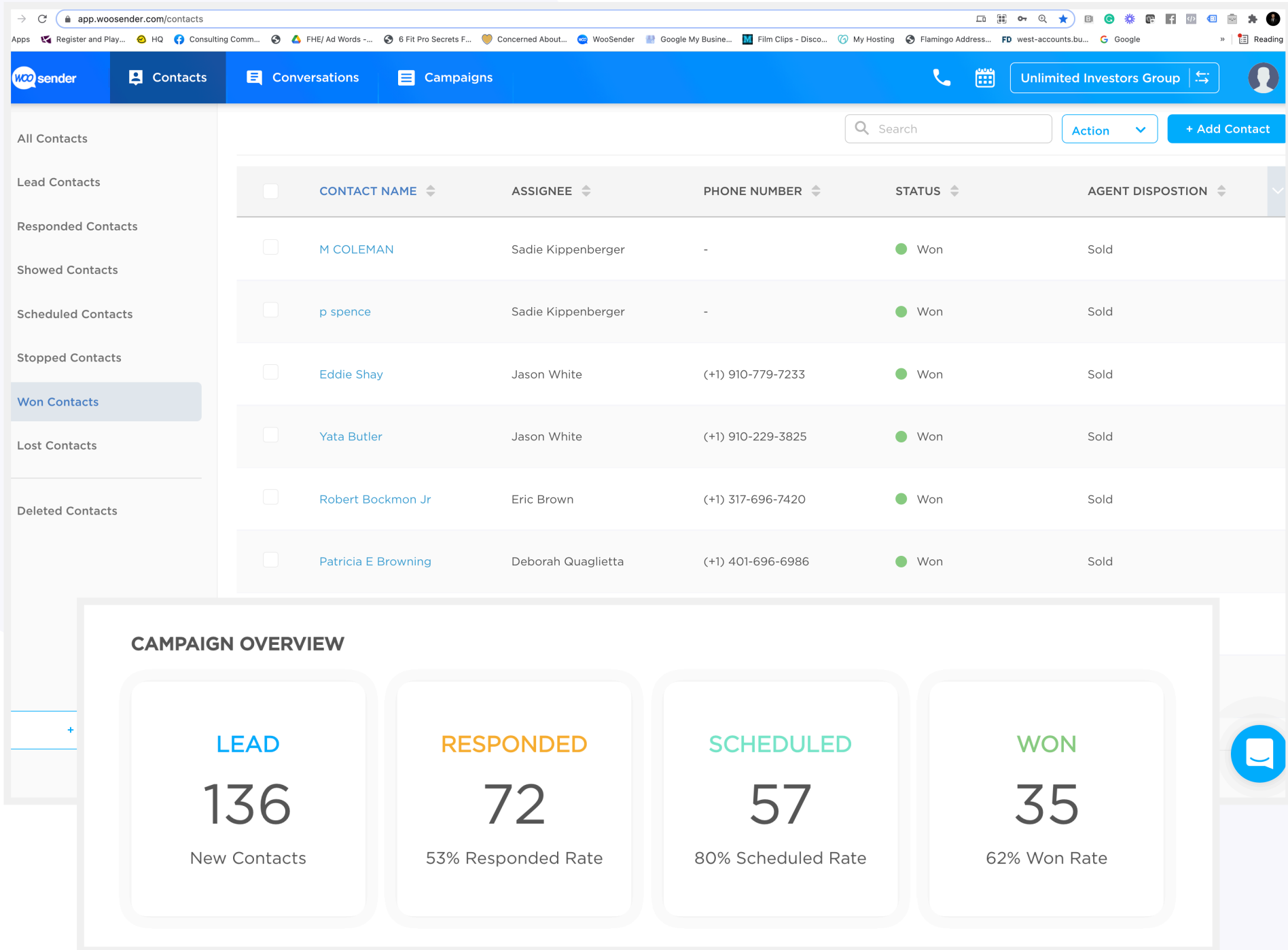
## Solution

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!)



# 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.

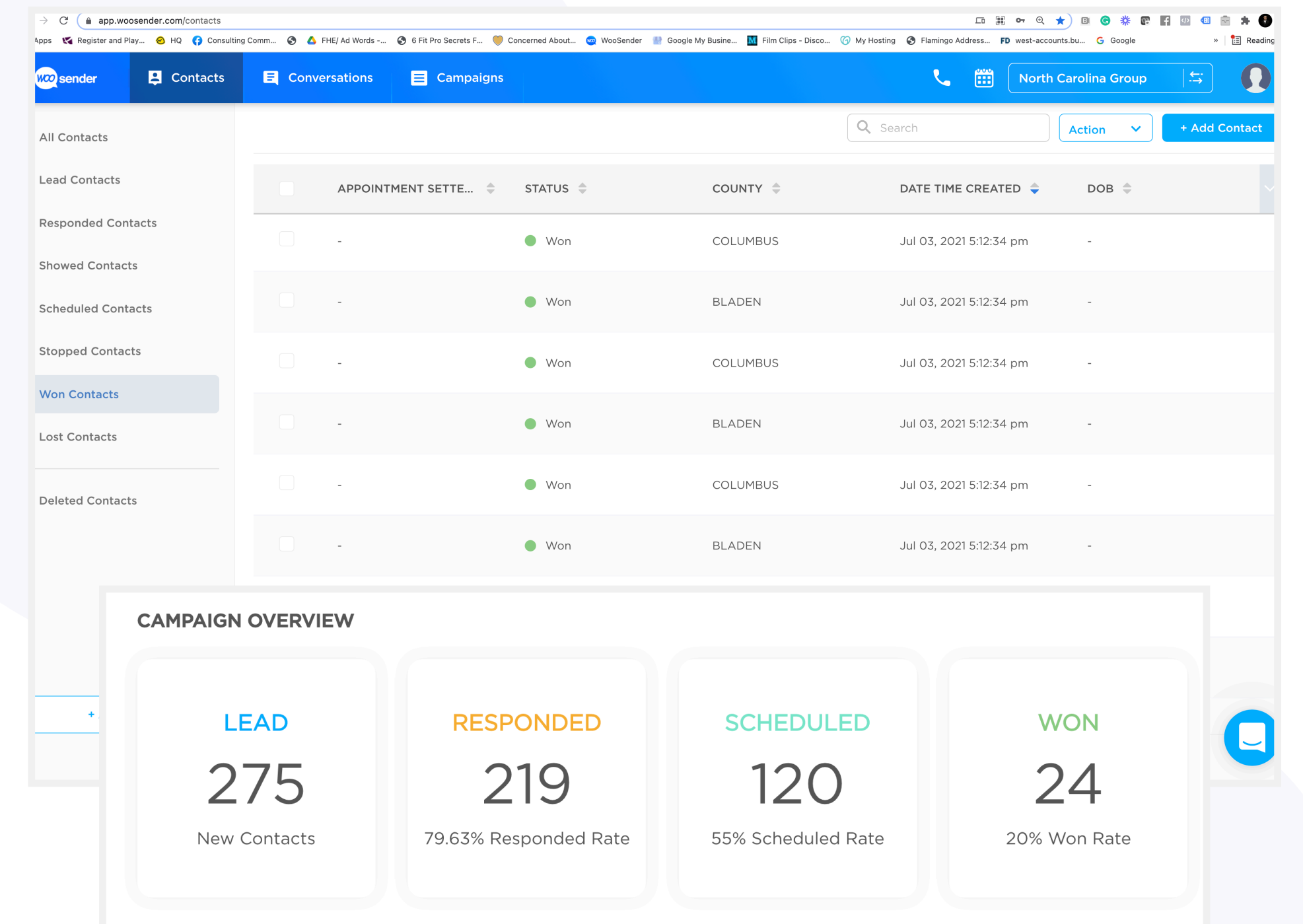
## Solution

To help effectively engage leads, they implemented a WooSender AI 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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