



Lifetime Water Systems Realizes 170% ROI with InSales CRM Solution

Lifetime Water Systems is the exclusive RainSoft distributor for the Toronto metropolitan area. The company has an uncompromising reputation for professionalism, as demonstrated by its growing roster of 20,000-plus customers — hundreds of whom have provided stellar reviews. RainSoft dealers, including Lifetime, are always selling. To optimize its prospect generation and lead-to-sale, and service processes, Lifetime partnered with InSales, implementing its customer relationship management (CRM) solution optimized for RainSoft dealers. As a result, Lifetime's sales conversion rate is up 14%, and gross profits are up by 5%.

Wasting Precious Resources

Most businesses can identify a market segment and work to generate interest within that segment. However, since everyone uses water, Lifetime's market is virtually everyone within its territory. "Finding prospects, we call them 'names,' is the most difficult part of what we do," explains Fernando Castello, President of Lifetime Water Systems. "Some prospects are concerned about their water supply and find us through a Google search or at Home Depot. But we also do our own direct marketing and cold calling to reach a larger audience."

Since Lifetime's prospect pool is so large, its overall win percentage is small, meaning the company's sales team cannot afford to lose a single name. "Before InSales, we wasted a lot of names," recalls Castello. "We simply didn't have an efficient and effective way to track names, make appointments, and maximize our opportunities. And then there's the other half of our business, servicing the units we sell. Without good customer information, we were missing resale opportunities."

It wasn't that Lifetime was without a software application; it had an off-the-shelf customer relationship management (CRM) application. In fact, the company purchased that application through The Answer Company, the parent company of InSales more than a decade earlier. "The old application mostly served as a database of names, but we couldn't draw real actionable data from it," Castello notes. "Our workflows don't fit squarely into off-the-shelf software."

A Dramatic Change of Flow

Castello saw an opportunity to create a technology platform that would power his company's sales and service teams and, ultimately perhaps, the teams of other RainSoft distributors. So, Lifetime reached back out to its InSales CRM Solutions partner for help. "They worked with us to design, develop, and deploy the solution we have now," Castello says. "It's been transformational."

"We ran the numbers, and by lowering the cost per name, eliminating duplicate data entry, speeding service dispatch capabilities, and other efficiencies, we're saving over \$2,000 a month."



LIFETIME
water systems

Company
Lifetime Water Systems

Headquarters
Mississauga, ON

Employees
55

Industry
RainSoft Distributor

System
InSales CRM Solution

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Infor CRM, a leading cloud-based application that includes sales, customer service, marketing analytics, and reporting capabilities, serves as the base for the solution. "My priorities were that the solution integrate with our ERP, be built on an established platform, and be accessible from anywhere and on any device," adds Castello. "And that's what InSales gave us."

Sales Spigot Opens Wide

Lifetime rolled out the solution's marketing capabilities first, followed by service. Each workflow is mapped within the application, so sales and service reps know precisely what's on their to-do lists each day. "Before we just had names. Now we have data," says Castello. "We are able to track all aspects of our interactions with our customers and prospects and maximize the value of each of those interactions."

Lifetime's sales team uses InSales to optimize appointments in real time. If someone cancels, the agent can quickly query the database to locate another name to reach out to — even searching within the part of town where the agent currently is. Previously, the agent would have to call the office to get rerouting options, but now each is empowered with the information they need to confirm a new appointment in just a few clicks. As a result, agents have less downtime and more productive selling time.

Turning Up Service Efficiency

Some of the greatest gains Lifetime is realizing from InSales come from the service side of the business. Many RainSoft dealers focus primarily on new sales, in part because they lack the technology to maximize the value of existing customers. "We have more than 20,000 customers that represent potentially tens of thousands of dollars in annual service revenue — if we can capture it," explains Castello. "With InSales, our service personnel can leverage many of the same tools our sales team uses. We now have service bookers using the tool and already they are generating 30% of our overall service revenue."

Mobile Capabilities Go With the Flow

Lifetime sends representatives into Home Depot stores to help customers understand the RainSoft offering and generate leads. "Those reps are now able to book appointments on the spot using their tablets or phones," says Castello. "Before we'd collect names on paper and bring them back to the office — hopefully they'd make it back to the office. I'm sure we lost or misplaced leads frequently."

Similarly, the company's service technicians use their mobile devices to access details and photos of each customer's installation, allowing them to come to the visit fully prepared.

170% Return on Investment

Since it began using the InSales platform, Lifetime has increased its "name-to-lead" conversion rate by a full 5%, which led to an overall revenue increase of 14% each month. With a single solution that supports both the company's sales and service teams, Lifetime is not only generating new revenue, but also saving thousands of dollars every month.

"We ran the numbers, and by lowering the cost per name, eliminating duplicate data entry, speeding service dispatch capabilities, and other efficiencies, we're saving over \$2,000 a month," says Castello.

When Lifetime factors in the cost savings and the net monthly revenue increases resulting from its switch to InSales, it is realizing a 170% return on its investment. "It's hard to argue with that," concludes Castello.

New System InSales CRM Solution

Results

- 170% overall return-on-investment
- Monthly revenue up 14%
- Conversion rates up 5%
- Cost savings in excess of \$2,000/month

About The Answer Company

The Answer Company is a leading supplier of business management software and technology consulting services.

Since 1995, we have been helping businesses answer the difficult questions with regards to investments in technology and information systems. Our goal is to make businesses more successful at what they do and gain confidence to make profitable moves in their respective industries.

Our software solutions support accounting, operations, CRM, human resources, time tracking, merchant services, and the specialized needs of the manufacturing, construction, distribution, healthcare, nonprofit, and real estate industries.

