

CLIENT **TETHER**™

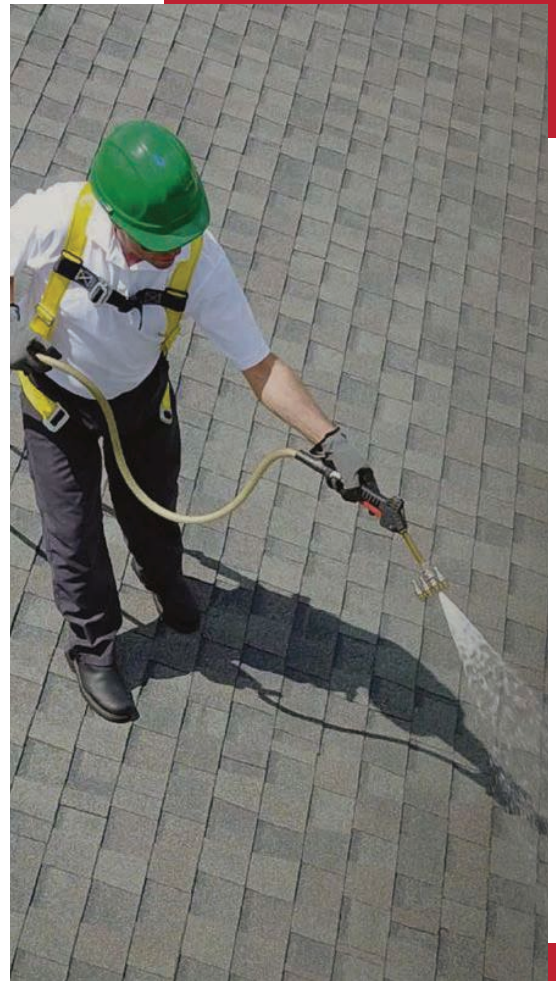
The 300% Solution

How ClientTether Transformed Roof Maxx's Lead Management Overnight

“ ClientTether has changed my business. Not just in the lead cultivation and up to the first appointment, but also in all those steps between the sales process, where Client tether becomes an extension of myself.

”

Gregory Northup
Roof Maxx Certified Dealer



Summary

Roof Maxx, founded by Michael Feazel, is a trailblazer in the roofing industry, renowned for its sustainable and cost-effective approach to roof maintenance. Driven by Feazel's extensive experience and commitment to innovation, Roof Maxx offers a revolutionary roof rejuvenation treatment that uses a soy-based formula to restore the flexibility of asphalt shingles. This treatment extends a roof's lifespan by up to 15 years, saving homeowners thousands of dollars and significantly reducing environmental waste.

As a small operation, Roof Maxx dealers faced significant challenges in managing new leads and maintaining customer engagement. The time-consuming task of reaching out to leads multiple times just to connect was a major pain point. In the roofing industry, particularly in roof maintenance and repair, timely communication is crucial. To address these challenges and enhance lead management, Roof Maxx turned to ClientTether. By implementing ClientTether's automated communication, AI engagement, and data visualization tools, Roof Maxx was able to streamline its operations, triple customer contacts, appointments, and sales, and ultimately transform its business.



The Dealers' Challenges



1. Managing Multiple Roles:

Balancing responsibilities, including sales, accounting, marketing, and customer service.

"As the owner of a very small operation, I wear all the hats."



2. Lead Management:

Difficulty keeping track of new leads and ensuring timely follow-up.

"One area I was lacking in was staying on top of all the new leads."



3. Time-Consuming Follow-Ups:

Repeated attempts to connect with leads consume valuable time and resources.

"I had to reach out to most people several times just to connect with them."



4. Inefficient Communication:

The manual process of calling, texting, and emailing leads is inefficient and hinders productivity.

"I just didn't have all that time."



5. Lack of Automation:

Need for an automated solution to handle lead follow-up and communication efficiently.

"With ClientTether, I no longer have to spend time chasing down all the leads."

David W.

Roof Maxx Certified Dealer

Industry-Specific Challenges and ClientTether's Solutions



Lead Response Time and Engagement:

Many roofing businesses struggle with promptly and effectively responding to new leads.

ClientTether's platform automates the process, ensuring immediate engagement with leads through personalized texts, calls, emails, or even physical gifts like brownies within a very short time frame.



Lead Conversion Efficiency:

Converting leads into customers is a significant challenge in the roofing industry.

ClientTether's automated follow-up and scheduling technology helps businesses convert leads more efficiently by scheduling appointments, calls, texts, and emails according to a predefined schedule.



Consistent Follow-Up:

Ensuring consistent follow-up with each lead, quote, or opportunity can be overwhelming.

ClientTether's platform automates this process, ensuring that no lead or opportunity is missed.



Customer Retention:

Building long-term relationships and retaining customers is crucial for business growth.

ClientTether's automated retention program helps businesses engage with clients with minimal effort, using scheduled communications and personalized physical media.



Online Reputation Management:

Maintaining a positive online reputation is essential but challenging in the roofing industry.

ClientTether's reputation manager tool automates the management of online reviews, helping businesses optimize their online presence.

Implementation and Use Case

Automated Lead Follow-Up

As David W. noted, the automation has tripled Roof Maxx's customer contacts and sales, showcasing the dramatic impact of efficient lead follow-up.

Streamlined Appointment Scheduling

David W. shared, "ClientTether stores all the customer information, schedules my appointments, sends email and text confirmations, and reminds me when I need to call somebody back."

Improved Customer Retention

Michael Feazel, Co-Founder and CEO of Roof Maxx, noted: "Once you get the business and complete the job, it goes into a third nurture campaign if you're doing it right. And that's asking for an online review." This approach helped Roof Maxx retain customers and encourage repeat business.

Effective Online Reputation Management

Michael Feazel highlighted, "A dealer who's been in business just a little over a year and got over 50 online five-star reviews, all because of ClientTether." The tool ensures that satisfied customers leave positive reviews, enhancing the company's credibility and attractiveness to new leads.



In the Customers Own Words

Increased Customer Contacts

"I spent some time up front putting together a customized program of calls, texts, and emails, and have immediately tripled my customer contacts."

Enhanced Customer Engagement

"Training and customer service are fantastic."

David W., Roof Maxx Certified Dealer

Effective Lead Management

"Going to their fifth season, dealers are talking to and scheduling 95 percent of all leads"

Nate Anderson, Roof Maxx Certified Dealer

Optimized Connection Rates

"Newer dealers coming into a market might only connect with 50-55 percent over that first six months. Six months later, that number will go up with ClientTether."

Michael Feazel, Co-Founder and CEO at Roof Maxx.

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Michael Feazel,
Co-Founder and
CEO at Roof Maxx



Roof Maxx is the leader in sustainable roofing technology for roof rejuvenation and asphalt shingle restoration. With a passion for making a positive impact, Roof Maxx's Giving Pledge reflects the company's commitment to social responsibility and community engagement.

Learn more at roofmaxx.com/

Conclusion

ClientTether has proven to be a game-changer for Roof Maxx, addressing critical challenges and significantly enhancing operational efficiency. By implementing ClientTether, dealers were able to automate lead follow-up, streamline communication, and focus on growing their business. The immediate impact was evident as they increased customer contacts, appointments, and sales, transforming operations and boosting productivity.

The platform's comprehensive suite of tools, including automated communication, engagement, and efficient appointment scheduling, was pivotal in this transformation. ClientTether's ability to store customer information, manage marketing efforts, and provide timely reminders ensured no lead was overlooked and every opportunity maximized.



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