

Weed Man Case Study

Contact Center Solution Turns Leads—Old and New—into Revenue



Weed Man

For over 40 years, Weed Man Roswell has provided professional lawn care services to northern Georgia.

Industry

- Lawn Care Services
roswell.weedmanusa.com

Business Results

- More sales with fewer phone reps
- Improved campaign management
- More motivated agents
- Pay-as-you-go model offers flexibility during seasonal fluctuation

“It’s better to have fewer people on more calls, getting more decisions, while Five9 dials at a pace we can control.”

Kevin Adan
General Manager

Two years ago, the lawn care professionals at Weed Man Roswell had an idea: If phone-based sales reps could connect with more prospects, more decisions would result—without adding more reps. But how could reps break through the voicemail barrier and shrink hold times?

Automation is the answer, but...

A predictive dialer—technology that gets live prospects on the line so that reps don’t have to—seemed the right answer. But most predictive dialers come as costly software that must be installed on expensive servers and require potentially pricey IT resources to tend them. If the idea didn’t work, Roswell would have needlessly tied up capital in the technology.

Welcome relief from the Cloud

Then Weed Man Roswell found Five9, the leading cloud contact center solution provider for sales, customer service, and other kinds of inbound and outbound contact centers. There was no need to buy software or hardware, and a pay-as-you-go model would let Weed Man Roswell easily grow or shrink service as seasonal and other factors demanded.

How it works

Working with Five9, Weed Man Roswell set up an automated feed of leads—estimates created by door-to-door sales reps—from Weed Man’s internal WEMMS system to the Five9 solution. The Five9 Predictive Dialer does the tedious work of finding live prospects, so the reps don’t have to.

Instead of fighting with voicemail systems, ring tones, and hold music, reps are systematically connected with live prospects only, while the Five9 system simultaneously displays corresponding estimates (scanned from field sales reps’ copies) on the phone rep’s screen. Data from the call is fed automatically into the Five9 system as well, so future conversations are both customer- and sales-rep friendly.

The bottom line

Says Weed Man Roswell’s general manager Kevin Adan: “Seasonally, we go from maybe four to as many as 10 sales reps on the phone. We needed to cut down the dead time between real contacts for them, and also wanted to close more deals with prospects. The Five9 on-demand contact center solution has let us do all that—and I’d recommend it to any Weed Man franchisee. It works!”