

CUSTOMER SUCCESS STORY

Wright Implement Increases Lead Conversion Rates by 20% Using Anvil Pro

The Situation: Poor Lead Visibility

Wright Implement had disconnected business systems, making it difficult to track marketing requests and their outcomes. Managers had no way to view or report on lead status — did it receive a quote, was credit declined, was the deal closed or lost?

As the demand for online shopping and equipment sales grew, Wright Implement needed better tools to handle incoming marketing requests effectively.



Dealer: Wright Implement –
Owensboro, Kentucky

User: Joe Smith, Operations Manager

Pain Points: Lead-Managing Chaos

When attempting to manage marketing requests from digital channels, Wright's operations manager had trouble tracking anything, relying on email correspondence with no consistent follow-up procedures. This created disorganization and an inability to take advantage of leads.

The dealership wanted (but struggled) to do the following:

- Measure incoming volume and track results.
- Match results to the source of each lead.
- Distribute leads to the salespeople and track response time.
- Ensure a timely response to every lead.
- Develop analytics for process improvement and source evaluation.

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A manager just dished out incoming leads to the sales team via email. All we could do was hope that the salesperson would follow up with the customer.

Joe Smith
Operations Manager

The Solution: Marketing Request Automations

The company needed a solution that put the necessary resources all in one place.

Anvil Pro's Marketing Requests solution gave them a process with measurable benchmarks designed to maintain customer engagement and ensure consistent communication. Wright Implement now tracks every step in the sales process — from first contact to final payment.

"We set up a system where every incoming marketing request automatically loads into the system," says Joe Smith, Operations Manager at Wright. "Requests are sent directly to the Internet Sales Group, and they immediately get notified. We have full visibility and reporting on the entire process."

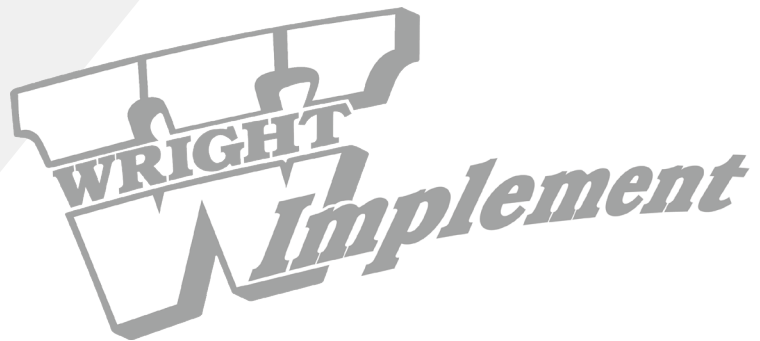
For the first time, leadership sees an accurate picture of the pipeline as they manage the flow of leads from both third-party and dealer-owned channels. The resulting data provides the metrics to set measurable goals and track their progress.

300%

**Growth in annual
marketing
request volume
since 2020**

20%

**Conversion rate
of marketing
requests to sales
in FY 2022**



Problem: Delayed Responses

Solution: Rule-Based Alerts

Delayed response times on incoming requests also represented a challenge. Wright Implement wanted a process that would encourage faster communication times.

"Every lead now gets acknowledged within an hour," says Smith. Notifications let team members know when they have a new lead. As the deadline approaches, escalations bring in more resources. This ensures customers receive a response from a team member before the deadline.

"Customers are now contacted quicker, and that has resulted in converting a lot more leads to sales," he says.

Problem: Who's Got the Ball?

Solution: Automated Assignments

Wright needed help handling incoming marketing requests. Sales managers passed the requests to their teams but needed more resources to track results.

They used Anvil Pro to set up automation to capture leads as they come in. Requests are either matched to an existing customer account or used to create a new prospect account before being assigned to a salesperson.

Problem: Lack of Metrics

Solution: Data-Driven Analysis & Insights

Thanks to Anvil Pro's tracking capability, marketing requests now generate a large amount of usable data for Wright Implement. That data adds tremendous value once analytics are applied.

"We can see how many leads come in from every different source, for any time period, month, or even year," says Smith. *"We can also see which are the better types of leads and evaluate the quality of the sources we subscribe to."*

Take Control of Marketing Requests

According to Smith, Marketing Requests may be the most vital feature Anvil Pro provides for the company. He considers the visibility it creates for both process and data collection invaluable. "It's information we never had before. We now know that people will follow up and are aware of the result of every lead that comes in," he says.

That consistency helps to create stronger relationships with customers. "We do a better job of working with the customers and tracking deals all the way through our systems," he notes. "We communicate better and quicker. It's made a huge difference. This is as big as anything we've done to improve our operations."

"We've seen lead growth over the past six to nine months – and sales growing with them."

Joe Smith
Operations Manager

The Marketing Request Process

1. Receive inbound lead and create a marketing request in Anvil Pro.

2. Attach lead source to an existing customer account or create a new prospect account.

3. Distribute to a sales representative and start to track response times.

4. Escalation rules notify managers of missed deadlines to ensure customers receive a timely response.

5. Create reports to see which channels produce the best ROI for your marketing dollars.



Learn how Anvil Pro helps your dealership work smarter to achieve more.

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