

How CalBear Doubled Engagement Rates with Our SMS Tool

DANIELLE'S ADVICE



Try to find your voice

When calling, don't sound like a robot. Consumers want to buy from people they can relate to.



It's important to offer options

Avoid being too open-ended by giving prospects two or three choices, so they don't feel pigeon-holed and have freedom of choice.



Persistence is key

Keep texting and calling for several days until you get a response. If you let go after trying once or twice your competitor will win.



Danielle Bourgeois
CalBear Construction Inc.

CONNECT TEXT MESSAGING IS A GAME-CHANGER FOR CALBEAR

Danielle Bourgeois manages the call center for CalBear Construction Inc. a full-service renovation firm operating across California. She and a colleague traffic all state-wide leads sourced from Modernize Home Services, other lead generators, and print ads.

They realized telephone-based handling of leads was constraining them, so they researched options for automated texting. In late summer 2022, they selected Connect from Modernize as their text messaging platform.

Danielle explained, "We wanted to be able to respond to leads quickly through texts. **A lot of people don't want a phone call, they just want to text.** We occasionally did this through our office cell phone, but it was too slow."

ABOUT CALBEAR

CalBear Construction Inc, founded in 2004, operates across the State of California offering kitchen and bath renovations featuring quality products, outstanding customer service and professional installation.

[CalBearConstruction.com](https://www.CalBearConstruction.com)

TEXTS CREATE ENGAGEMENT

Danielle adapted quickly to the initial trial thanks to the ease of changing copy within Connect. With slight adjustments to the verbiage, CalBear quickly saw positive results. The key was using messages that evoked a response from the homeowner. **Engagement rates more than doubled, from 15% to 32%**, as a result of adjusting the workflow to begin interactions with questions that elicit an answer.

“We learned the power of conversations, with text openings like ‘how can we help with your project?’ **Conversational texts work much better than those that seem robotic, are too aggressive, or come across like a hard sell.** And the engagement isn’t always a ‘yes.’ Some prospects respond to let us know they’re not interested. That helps us promptly take them off our list and stop wasting their time and ours.”

SPEED-TO-LEAD

The texting capability created an even further improvement on what was already strong speed to lead.

“I typically spend a moment checking a lead for reasonableness, then send leads to our call center team within a minute... never more than five minutes. Now, when we receive Modernize leads, the prospect is issued a text from us instantaneously.”

THE BEAUTY OF AUTOMATION AND PERSISTENCE

CalBear has found that **automated texting has helped them get a lot more responses, more quickly.** Plus, the platform has helped them be more persistent with their leads, often times pursuing leads for several days. In the first few months, they had **more than 100 appointments set through Connect**, many of which would not have converted otherwise.

MODERNIZE MAKES A DIFFERENCE

The Connect product and the people behind it have been a game-changer and have spurred CalBear to boost their lead-gen budget.

“In addition to the technology, **the support from Modernize is first class.** Other providers can take days responding to my inquiries. With Modernize I have the cell phone of my account manager, and they are always quickly on the spot to help make things work better.”

“Appointment-setting is a numbers game. By adding texts to our calls, we’re getting more appointments and a stronger sales pipeline. I love that the automation of outgoing texts means there’s one less thing I need to think about!”



Ready to be the next success story?

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