



Case Study: HomePro

HomePro breaks records with SPOTIO's "game-changing" capabilities

HOMEPRO

INDUSTRY: Smart Home Automation & Security

COMPANY SIZE: 50-100 field sales consultants

LOCATION: Texas (Offices in Austin, DFW, Houston, & San Antonio)

FOUNDED: 1997

WEBSITE: <https://homeprotech.com>

OVERVIEW

HomePro is a premier provider of home technology that partners with residential builders to create custom solutions for home buyers during the sales process.

HomePro has been very successful with steady year-over-year growth. On average, the company installs top-of-the-line smart home technology and security systems in over 30,000 homes per year.



HomePro Office in Carrollton, TX



CHALLENGES

Due to increased partner and consumer demand, HomePro was growing rapidly. This growth was good for revenue, but made it difficult for the sales team to keep up with the huge influx of demand using their existing process and CRM.

This situation led to a variety of challenges that needed to be solved:

- Lack of visibility for leadership to see field activity
- Upset customers from missed appointments or follow-ups
- Difficult to keep reps accountable for assigned leads
- CRM data became inaccurate because of a lack of timely updates
- Existing process was manual, time consuming, and created confusion for sales
- Difficult to identify issues and opportunities in the process or team members



“Before SPOTIO, we were just kind of flying blind.”

Mike Shirley | Chief Sales Officer



“Before SPOTIO, we didn’t really have a pulse on whether or not leads were being worked timely or not.”

Sean Gallegos | Sales Operations Manager

THE SOLUTION



ACTIVITY TRACKING & AUTOMATION

The SPOTIO mobile app made it easy and fast for reps to organize their appointments, provide status updates and meeting notes, and automate tasks and communications to their prospective customers.



MULTI-CHANNEL COMMUNICATIONS

By adopting SPOTIO’s multi-channel communications (MCC), HomePro reps could call, email, and even text directly from the app, while providing a detailed conversation history on every lead for future review.



DIRECT CRM INTEGRATION

Connecting SPOTIO directly with their existing CRM made it drastically easier and faster to update records for reps, which ensured system data was entered more timely and accurately than ever before.



PIPELINE VISIBILITY

More accurate and timely reporting meant that sales leaders could finally see how the process and team members were performing, easily identify issues or opportunities for improvement, and provide better individual coaching.



“We love the tool - it's been great. We look forward to seeing how it grows because it is constantly getting updated.”

Sean Gallegos | Sales Operations Manager

RESULTS

40%



Increased
Rep Activity

33%



Increased
Sales Revenue

20-40
HOURS



Saved Per Rep
Per Month

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“SPOTIO has been an incredible tool. In fact, it's been a game changer.”

Cody Pullen | Regional Sales Training Manager

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“If you want to know what your salespeople are doing, there's not a better tool on the market. I truly believe that.”

Mike Shirley | Chief Sales Officer

According to HomePro, SPOTIO has been a real “game changer” for their sales team.

Sales reps love the intuitive user experience and how it helps keep them organized and focused to provide the best possible customer experience.

Sales leaders value how easy SPOTIO makes it to see and manage what's happening in the field, and find areas for further improvement.

The improved accountability and efficiency that SPOTIO provides has helped contribute to record-breaking sales revenue and growth since it was implemented.

Want to find out how you can use SPOTIO to achieve more in your sales organization?

GET IN TOUCH WITH A SPOTIO PRODUCT EXPERT TODAY