



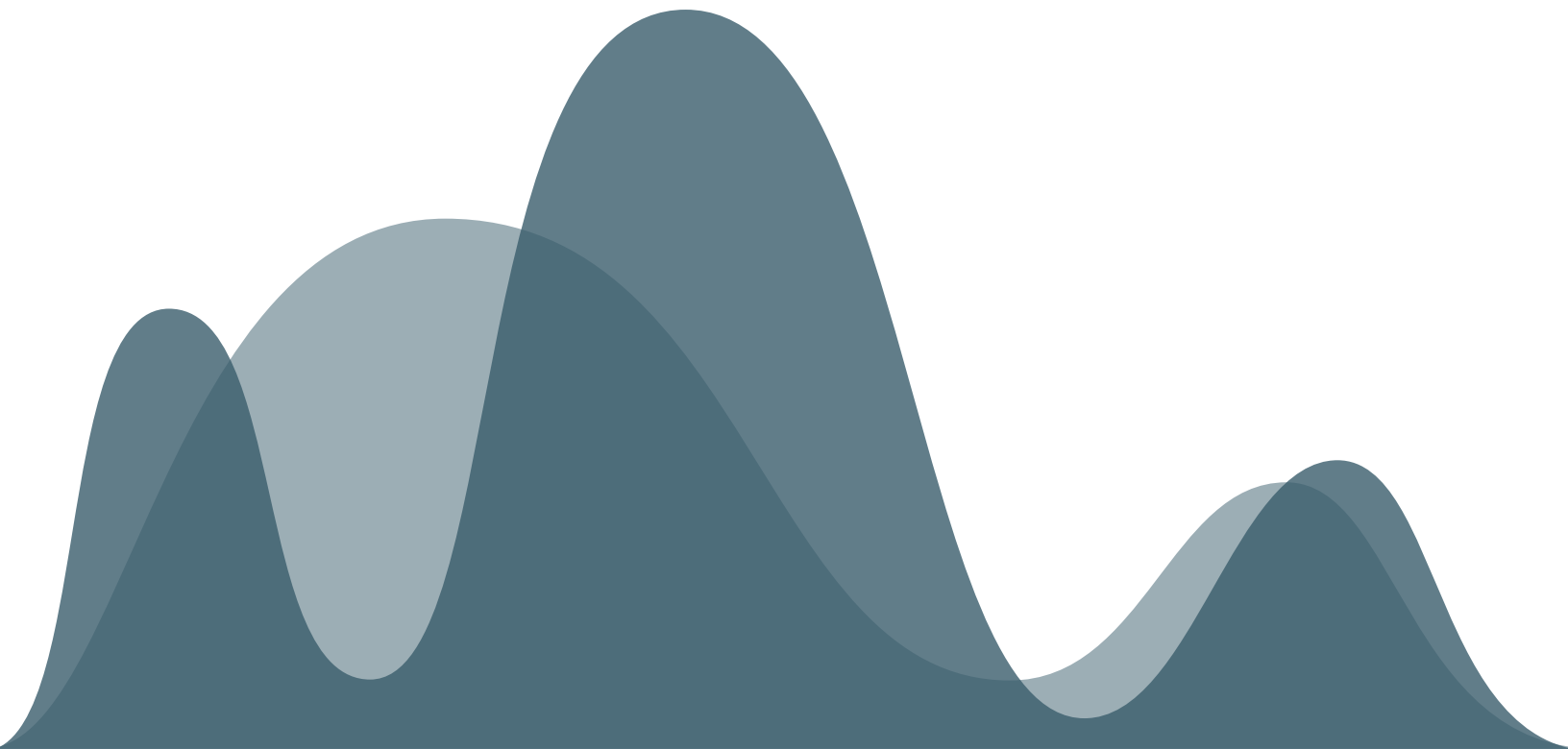
improveit 360

# CASE STUDY

## RE-BATH® OF PITTSBURGH, CLEVELAND & COLUMBUS

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How a Company Went Mobile and  
Boosted Revenue by 79% in 4 Months





# SALES REPS IN SYNC WITH THE OFFICE

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Many home improvement businesses are taking advantage of smart phones and tablets to be more efficient. Smartphones aid in communication, both internally and with clients, and mobile apps help teams and managers with productivity. Chris Horney, owner of several Re-Bath® locations (Pittsburgh, Cleveland and Columbus), embraced mobile technology for those same reasons but discovered he could also increase sales and revenue.

He and his sales team are taking advantage of the improveit 360 Go mobile application, which is available as an extension of the improveit 360 CRM and business management system they moved to after a bad experience with another software. "We use the mobile app for our sales reps and that's the only way they can access the system. It integrates extremely well for the reps and the office," said Chris Horney.

"The improveit 360 Go mobile app has been a game-changer. It's made everyone's jobs easier. As soon as a lead turns into a sale, our operations team can get started on scheduling the project which saves us time. Time is money," stated Chris. His sales reps use the app to access everything they need to avoid wasted trips, excess calls or other busy work. "Our sales manager assigns all their appointments on a nightly basis without the need for reps to drive into the office; they're simply ready to go the next day. Schedules, maps, products that prospects are interested in and more. Reps also upload photos on a sale, making it easier for our office staff or management to go in and reference on a project-by-project basis."

## MONTHLY SALES

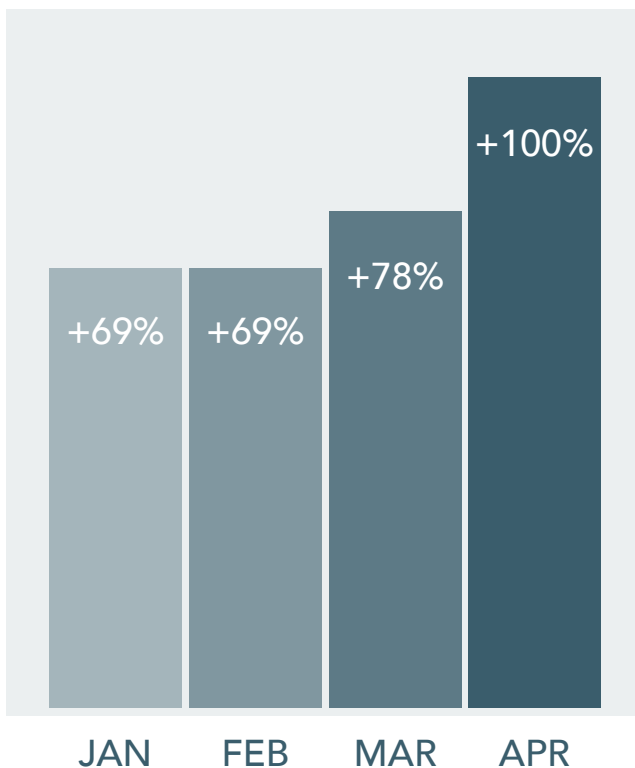


Fig 1.

## ALIGNMENT = PERFORMANCE

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All sales reps are required to enter results, in the app, at the end of each appointment. This leads to real-time performance results during the day, and they are able to use reporting features of the system to continually improve how they sell to potential clients. "On a daily and weekly basis, we use the Sale Efficiency report to monitor our reps by looking at how well they run leads from various sources. It could be a TV lead, a home show lead, Home Depot lead and we see how effective they are on each source. One could run 20 appointments, demo 16, and sell 8 from home show leads. They have a very good efficiency rating. Another rep, with the same group of leads from home shows, might only sell 3 of those jobs. So, we are able to put the right people on the right lead-types for them because the other rep might be more successful on leads from a different source," said Chris.



They also use an important feature within improveit 360 to help them schedule their sales reps. "In the past, we always set for the rep. Then our account manager pointed out that we should use Time Blocks. What that allowed us to do was establish how many reps were available during a certain period of the day and our people in the call center would set appointments to that time block. If we had 3 reps available, we could set 3 appointments. Now, the night before, we're able to set our best leads to our best reps and our sales efficiency and close rates went up dramatically," stated Chris.

## MINOR CHANGES LEAD TO SKYROCKETING RESULTS... QUICKLY

"Once we implemented these small features, we saw some staggering results. In January, we were up 69% from the previous year in sales. In February, again, we were up 69%. In March, it was 78% and by April we were at 100% year-over-year (Fig 1). That's millions of dollars more to our top line and it will mean hundreds of thousands more to our bottom line," said Chris.

The improveit 360 mobile app and accompanying CRM has been very effective for Re-Bath® of Pittsburgh after just a few short months. "It can have such a monumental impact on your business and it can happen quickly. Your sales increase, your efficiencies increase, your jobs process faster, and your ability to bill-out and have it impact your bottom line happens much quicker than it did in the past," said Chris Horney.

### ABOUT RE-BATH®

Re-Bath® is dedicated to building high quality, long-lasting, beautiful bathrooms, all while making the remodeling process stress free and easy for their customers. They are the world's largest full bathroom remodeling company, with over 200 franchise locations all over the United States and the world. Each location is locally and family-owned and operated. Since 1979, Re-Bath® has remodeled millions of bathrooms. They are consistently ranked a top 100 franchise. Re-Bath® custom manufacturers their line of DuraBath® SSP products for each job in a Tempe factory. And they have national relationships with the best bathroom product brands to provide countless choices for their customers.

### ABOUT IMPROVEIT 360

improveit 360 is the only business management platform designed to eliminate chaos, lower costs and increase profit. With improveit 360, home pros generate and close more deals by automatically nurturing leads until they buy, track all customer interactions, and manage leads, sales, and projects from one central location. With best-in-class dashboards and reports, owners get a 360 degree view of their operation for better decision-making. This powerful system is web-based with no software to install or upgrade. The mobile apps give your team remote access to vital information on a smartphone, laptop or tablet.