



Quick Facts

Company

Lennox Industries is built on a heritage of innovative firsts, from the introduction of the riveted-steel furnace in 1895 to some of the most efficient air conditioners available today.

Industry

Residential heating, ventilation and air conditioning

Geography

Worldwide

Challenges

- Inaccurate Contact Info
- Converting the Regional and Local Builder to Lennox

Tools Used

- HomeSphere-IQ® Enterprise
- LEADPLUS
- LEADSHARE
- HomeSphere's Rebate Program

Results

- Converted HomeSphere Builders to Lennox HVAC products who previously used a competitor

The challenge of reaching local builders

Local builders are the largest and most profitable segment of builders for manufacturers. They are also by far the most challenging to reach.

Too often the contact information for local builders is missing or incomplete. And even when that information is correct, it is hard to get these builders on the phone when they spend most of their day out at the jobsite.

Lennox, a leader in HVAC solutions, wanted to target this untapped market segment and cement builder loyalty at the same time.

Lennox first turned to HomeSphere for help more than a decade ago. The resulting partnership has delivered significant growth for both companies.

"The challenge is still there when it comes to finding builders below the level of the nationals."
– Chris Ham, Director of Residential New Construction, Lennox Industries

Connecting to builders through rebates

To help Lennox seize market share among local builders, HomeSphere implemented a unique program of rebates, people and technology to change the way Lennox connected with builders. Here's how:

- HomeSphere's rebates encouraged builders to adopt Lennox's HVAC products while building brand loyalty
- HomeSphere's Regional Market Specialists, who have relationships with local builders in every major market, helped Lennox get their foot in the door with builders to close the deal
- HomeSphere-IQ® Enterprise, a sales and analytics platform for manufacturers, makes Lennox's data actionable, providing dynamic sales, Win/Loss and opportunity data for all departments in one place
- HomeSphere-IQ Enterprise helps Lennox make better decisions about targeting customers and local markets with the resources to take control in finding sales opportunities while having the data to analyze how their brand is performing among existing customers

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Results

By tapping into HomeSphere's 2,700+ local builders enrolled in the rebate program, Lennox grew and cemented their market share.

Since Lennox first partnered with HomeSphere, the HomeSphere Builder Community has grown from 1,000 to over 2,700 builders today. As HomeSphere grew, so too did Lennox, converting the business of HomeSphere builders to Lennox HVAC products with builders previously using a competitor's product.

"We've made great headway with HomeSphere, and they're always adding new builders." – Chris Ham, Director of Residential New Construction, Lennox Industries

Looking forward to a data-driven future

For Lennox, leveraging HomeSphere-IQ's data and analytics to uncover targets, coordinate field reps, generate sales and monitor existing customers' brand usage will be a focus going forward.

In fact, Lennox and HomeSphere will grow their partnership by increasing the amount of data shared across the enterprise to help Lennox improve their win rate.

With builder data at their fingertips, Lennox is excited to become even better at targeting this hard to reach — but critically important — segment of builders.

