

CASE STUDY

The value of GuildQuality's Lost Leads Surveying with Roofing Resources of Georgia

600

Jobs across
North GA per year

Challenge

Although Roofing Resources of Georgia (RRG) completes an impressive 600 jobs a year, they wanted to improve their conversion rates and expand their customer base. However, they were not effectively communicating with lost leads, which made it difficult to understand why they were not chosen in the first place, or determine whether or not the lead was still considering them. As a result, they were unable to make the necessary changes to improve their sales process and win more business.

Solution

GuildQuality's Lost Leads Surveying provided RRG with a customizable survey to easily identify lost leads still considering their business. Receiving this data consistently helps them determine who to reach back out to, maximizing the time spent per lead. This survey feedback also includes commentary on their sales process, giving the team visibility to their strengths and weaknesses.

Result

Since incorporating GuildQuality's Lost Leads Surveying in April 2022, Roofing Resources of Georgia has managed to convert multiple lost leads into customers **resulting in an additional \$30,000 in revenue**. They've also been able to use their survey feedback to improve their customer service and provide a better sales experience for their leads.



Roofing Resources of Georgia has been serving Dahlonega, GA since 1990. A GuildQuality member since 2021, RRG has over 20 years of licensed insurance experience and are North Georgia storm specialists.

"GuildQuality, without a doubt, is worth the investment. They do the legwork that we may not have time to do - even if you only get one contract out of the investment into GuildQuality's rehash survey, then it's worth it."

Cimarron Mason
Roofing Resources of Georgia

Want to try Lost Leads Surveying?

Click on the link to the right to learn more.

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