

# How WordJack convert a quarter of all prospects with Insites

WordJack were looking for a tool to quickly qualify prospects and improve conversion rates by making it easier for their sales agents to engage with prospects and book follow-up appointments.

**70%**

**increase in reporting speed, which saved significant costs**

## The problem

WordJack, a digital marketing agency serving small to medium businesses, was facing two significant challenges; they needed a way to better understand which of their prospects were worth chasing while improving on a low conversion rate of calls-to-appointments. Despite a competitive offering and a ream of case studies, their sales team were hard-pressed to qualify prospects and find a point of impact in their sales conversations that gave their would-be clients a tangible problem that needed solving.

**The transition was smooth as the team from Insites was informative and extremely helpful.**

**We've calculated by moving to Insites, our BDR productivity is up by over 50%!**

## A new team required new processes

Despite launching their new Business Development Relationship (BDR) team, WordJack were discouraged to find conversions of leads well below expectations, as both qualifying and engaging with prospects was proving difficult. Despite having a solid solution offering, the team acknowledged that there were three big problems in their BDR process:

- The team had a large, unqualified list of prospects to qualify and sell to
- Sales agents were spending too much time on research in an attempt to qualify their call lists and identify high potential prospects, thereby reducing the amount of outreach calls that could be made each day
- Without insight into the prospect's site, they were selling

solutions without a clear idea of the problem, meaning they had no tangible hook with which to have quality conversations with their clients

The initial solution was to run tests and audits through other tools after speaking to the client. However, compiling reports from other providers was time-consuming and didn't meet their business requirements or bias for speed. Therefore, WordJack looked for an alternative.

Before using Insites, we would need to run several different tests with other platforms which took longer. Insites improved reporting speed by 70% and saved significant costs – both in terms of time and dollar expenditure – by consolidating our solutions into one.

## The solution

Having experience with multiple alternative tools, WordJack sought an all-in-one solution that was both fast and provided a breadth of data in their audits throughout all the sales stages.

**WordJack's requirements were to achieve three objectives:**

- Provide a full overview, with a depth of detail, of any website or business's online presence quickly; and
- Qualify batches of prospects to save the sales team time; and
- Improve the rate of calls to appointments booked

Insites provided WordJack with a viable solution; the comprehensive audit provided key results all in one report which could be run across batches of prospective sites and while the prospect was on the phone. Batch-testing allowed WordJack to quickly establish which prospects qualified. Better yet, the Insites report made engaging with these prospects even easier due to the fact that the Insites reports were written in plain English with clear guidance on what the problems were and how to resolve them.

To help their team to succeed, Insites worked with WordJack and

their teams to train their sales agents on the platform and now holds regular calls with the management team to find better ways of working and to introduce new and relevant features within the platform.

The outcome for WordJack was an instant uptick in call-to-appointment success. After rolling out the Insites platform to their team, they saw conversion rates increase from 1 in 80 to 1 in 25.

Only needing 60 seconds to pull the report, the sales agents were able to run the reports live on the call too, meaning they increased their daily prospecting call rates too.

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## Outcomes

Consolidation of all the tools into one easy-to-use and understand tool, improving their sales turnaround time by 50%.



**Faster prospecting** as sales agents now pull reports – in real time – while speaking to prospects, meaning they can quickly grasp what problems exist across the business's online presence and suggest easy-to-follow tips on how to fix them (and how WordJack can provide solutions).



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**Increased conversion** from initial outreach to booking appointments with sales team members, reducing their conversion rate from 1 in 80 to 1 in 25.

## About WordJack

A digital marketing agency that serves small and medium-sized businesses, WordJack is well acquainted with both the challenges SMBs face and the multitude of auditing tools there are to use too. With over 1,000 website customers, they offer their clients a broad range of digital services, including SEO and SEM solutions, website design and production, and more.

## About Insites

Insites is on a mission to help every small business maximise its online presence. Our platform checks over 200 factors critical to getting found online and presents this information in a clear and actionable way for small businesses. We have tested tens of millions of websites globally, and we are just getting started. Learn more about Insites at [insites.com](https://insites.com).