



How I helped Roofing Company Ltd* become one of fastest growing in Australia

Automate, AI, Systems and Data-Informed Decisions

At a glance

Roofing Company Ltd (* identity hidden) is a roofing company based in Australia, specializing in residential and commercial roofing services. Despite their excellent craftsmanship and customer service, they faced challenges in scaling their business due to fragmented sales processes, inefficient customer management, and lack of targeted marketing strategies.

Key metrics



1M to \$3M+
increase in deal total



MULTIPLE LOCAL AWARDS
for enhanced customer service



STAFF TEAM INCREASE
now also setting up in other cities

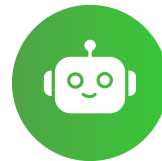
CHALLENGES



1. Disorganized Sales Processes: Roofing Company Ltd had a manual sales process that was time-consuming and prone to errors.
2. Inefficient Customer Relationship Management: The company struggled with maintaining customer records, leading to missed follow-ups and lost opportunities.
3. Lack of Targeted Marketing: Their marketing efforts were broad and not reaching the right audience, resulting in low conversion rates.
4. Limited Analytics and Reporting: They lacked the ability to track the effectiveness of their sales and marketing campaigns.



Automations AI



AI



Data-Informed Decisions

BENEFITS



1

CRM Integration - Increased Sales Efficiency

Centralized Customer Data, Automated Sales Processes and Pipeline Management all helped scale the business significantly over a year 2023-24

2

Enhanced Customer Service - Improved Customer Engagement

I set up the Ticketing System and Customer Feedback Loop: Established automated surveys and feedback forms to gather customer insights and improve service delivery.

3

Analytics and Reporting

Custom Dashboards and Reporting provided actionable insights, enabling the management to make informed decisions and strategize effectively.

CONCLUSION



By leveraging HubSpot's robust functionalities and my expertise in CRM and marketing automation, Roofing Company Ltd transformed their business operations, leading to scalable growth and improved customer satisfaction. This case study exemplifies how strategic implementation of technology and quality services can drive significant business outcomes.