The State of Leads in 2023

Your game plan for the year

Hatch

Lead volume is expected to be dropping by as much as 50% in some markets

Lead cost is expected to be as high as $100+ a lead or more in most markets

Lead conversion is expected to be drop by 20% in some markets, as homeowners aren't borrowing as much from lenders

- Google and Facebook, Porch, Remodeling.com, Hubspot

Smart companies are adjusting their revenue strategies for 2023

Strategy - What We are seeing Contact Centers Focus on For Revenue Driving Activities

Analyze your Marketing Spend by channel, but cut at your own peril

Find Low-Cost Ways to Connect with Prospects and Customers

Put a small team around this strategy

Put a process in place

Enable and Measure that team

Hatch

Analyze your Marketing Spend

Look at your lowest conversion lead sources

Negotiate new rates (if you can)

Decide which lead sources have potential to be better optimized

(HINT: THERE ARE A TON)

Angi Leads

EverConnect

facebook Ads

Porch

HomeAdvisor

Hatch

Combine with low cost customer outreach strategy

CRM Database Strategy:

- Aged Leads
- Aged Quotes
- Old Customers

Hatch and i360 Integration Strategy for your CSRs

- i360 has all of your contacts - make sure data is up to date and Hatch is integrated with all of your lead sources

- Identify Strategies that are rinse and repeatable (New Leads, Aged Leads, Aged Quotes, Past Sold)

- Build a Dynamic List in Hatch using i360 integration (Hatch will update this list in real time, as contacts move in and out of statuses)

- Have 5-6 strategies set up for your Inbound CSRs and ISRs

Hatch

Build the team

1 -2 CSR for Outbound/Inbound focus on Lead Conversion

1 -2 Rehash Rep focused and compensated on Winback Appointment Sets

1 - 2 CSR for Outbound/Inbound focused on Aged Leads and other Marketing Tactics

Build the Team

- Vp of Marketing and Call Center Leader (to own strategy, coaching and accountability)

- 1-10 CSRs to handle Lead Conversion on Lead Sources (incentivize and coach)

- 1-3 ISRs or Winback Reps to handle Rehash or Appointment Resets (incentivize and coach)

- 1-4 CSRs to handle Aged Leads, Aged Quotes, New Appointment goals with Past Sold Customers

Hatch

Create the Process

Lead Conversion - Automate Outreach (Speed to Lead), Create a 5 Touch Cadence, Measure CSRs conversions

Rehash - Set Parameters (48 hour rep handoff), Create an outbound cadence at a particular time - everyday, Measure CSRs conversions

Database Outreach - Plan for a daily list of customers or ages prospects to reach out to, create a strategic outbound cadence at a particular time - everyday, Measure CSR conversions

Create the Process

- Lead Source – set a goal for the CSR, define number of touches a rep must make, define omnichannel and messaging, define how you will track, measure and compensate

- Rehash – set a goal for Rehash rep, define number of touches a rep must make, define omni-channel messaging, define how you will track, measure and compensate.

- Aged and Nurture – set a goal for CSR, define number of touches a rep must make, define omni-channel messaging, define how you will track, measure and compensate.

Hatch

Enable and Measure

Automate what you can

Measure each "campaign" and "source"

Reply Rates, Conversion Rates

Coach and Monitor CSRs

Use Hatch and Your CRM to execute and measure success

- I360 and Hatch integration allows you to automate your plan

- I360 can measure appointment set rate and conversion rates

- Hatch can measure campaign reply rates, rep and campaign reply times and sentiment by campaign

- Combined systems allow you to measure and coach each strategy and CSR's performance

Hatch

The results don't lie

Home Improvement Company in Northern Virginia that uses i360 and Hatch for their call center:

- **$100M+ in Revenue in 2022**

    - **43% improvement on Lead Source Conversion** resulting in **$1.1m** in additional revenue

    - **$2.5M** in Winbacks or Rehash in 2022

    - **$980k** from booked Appointments set that converted from aged leads, aged quotes and past sold customers

Hatch

Ready to start converting more leads?

Book a Hatch Demo