Case Study:
Complete Weddings + Events
Omaha, NE

With over 75 locations nationwide, Complete Weddings + Events is the industry's leading photography, DJ, videography and photo booth rental service. Complete's target demographic is millennial brides with ages ranging from 25-34. For them, texting is a way of life. Most are busy with school, a career, and possibly a child, so stopping what they're doing to pick up the phone is inconvenient.

Challenges

Before adopting texting, Complete's consultants spent a lot of time playing phone tag. Director of Sales and Marketing Don Schneider said it was "almost impossible to find a window of opportunity" to get ahold of brides. They needed a more efficient way to communicate.

Complete has scripts for all touch points in the sales process. But consultants were texting brides from their personal phones, meaning the correspondence couldn't be recorded in their CRM. Management needed a platform to centralize and oversee text messages.

18% increase in close rate

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– Don Schneider
*Director of Sales and Mareting,
Complete Weddings + Events*

Results

Complete's franchises send more texts than ever before, regarding daily follow-up, monthly promotions and invites to events. Don said they now save 15-20 hours per month texting where before they would have been calling.

Complete's close ratios have increased by 18%, making it clear that clients prefer texting to any other form of communication.

The Zipwhip web app provides one centralized platform, so it's easy for the consultants to jump in and bring each other up to speed. The owner of each franchise can keep track of the conversations, to make sure employees are using the sales process and conveying a consistent message to clients. Zipwhip allows them to text using their existing business phone number.

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