



Customer Case Study

Steinway & Sons

1 (866) 372-9431
www.clickpointsoftware.com



STEINWAY & SONS®

Deliver internet leads and phone calls instantly: Steinway wanted to deliver leads to their worldwide dealer network in seconds via email, delivery into lead management solutions, and by phone. They needed leads delivered based on country codes, zip codes, and a variety of delivery criteria.

Steinway & Sons is a world-class manufacturer of pianos. The pianos are recognized by their quality as well as the attention to detail that makes their pianos iconic and world-renowned. With more of their potential customers going online to research Steinway pianos prior to purchase, Steinway needed a solution to reduce contact time on internet inquiries as well as providing a level of service synonymous with their brand name.

ClickPoint Software, Inc. headquartered in Scottsdale, Arizona, is a leading provider of simplified lead management and automated marketing solutions. The company provides a solution for both marketers and sales teams that integrates seamlessly, for better sales and lead performance reporting. ClickPoint solutions are currently in use with lead generation companies, service providers, franchise based companies, call centers, financial and insurance companies, and thousands of individual users in many countries.

The Goal: Reduce contact time on leads by using automated lead delivery while ensuring dealers have the tools necessary to follow up with customer requests for more information.

With two hundred authorized dealers worldwide operating out of nearly 80 countries and in many different languages, internal solutions were failing to get every lead to the appropriate representative in a timely fashion. Steinway & Sons

customers were making web inquiries and expecting immediate action. Steinway needed a system to deliver each lead to the appropriate location instantly. They needed a system that could route leads based on multiple sets of different criteria including country code, zip code, in order to get leads to the correct location. They needed a system that could handle dozens of delivery rules, handle different languages, language character sets, and automate lead delivery.



"I highly recommend this software for firms looking to manage the distribution of leads. The software is easy to use and has excellent features compared to many of the systems we reviewed. The program really allows you to customize the distribution of leads in almost any manner. We use this software to distribute leads from our website to our worldwide dealer network. It handles this complicated task quickly. The software is very flexible in terms of our distribution logic. The reporting tools are excellent. Our favorite feature is the ability to track the amount of time our dealers take to open a lead once we have delivered it to them. This has really helped us improve customer service and response."

Dana Messina, CEO (retired) - Steinway & Sons

Nearly 80% of Steinway & Sons prospective customers begin their search for information using one of the Steinway & Sons websites. The process of lead capture and delivery from these sites was manual, slow and did not provide Steinway with the ability to track the progress of a lead lifecycle. The delay of lead delivery from corporate headquarters to the local dealer was the reason for the implementation of automation in order to improve customer satisfaction. Steinway wanted online inquiries in the hands of a local dealer immediately. They wanted a system to verify delivery, as well as the ability to measure the response time and how it could improve customer satisfaction.

Solution Requirements

Steinway and Sons technology executives worked with the ClickPoint team to create and plan a development schedule that would incorporate all of the necessary solutions to improve lead delivery and reporting. All of this would help them reduce contact time while improving customer satisfaction.



Benefits of Engaging ClickPoint and Their LeadExec TCPA Solution

- ✓ **Lead Capture and Reporting Database** – A central database that would capture phone and online lead inquiries, while allowing for real-time lead performance reporting. The system had to be easy to use and navigate for branch managers in US territories. The management team of Steinway & Sons wanted to use LeadExec reporting database to update lead delivery rules, input new dealer information, report on internet lead flow, and report on leads that needed attention.
- ✓ **Lead Distribution** – The lead distribution rules needed to allow for country codes, US and Canadian postal codes, and dealer performance levels. In North America, regional managers change the zip codes constantly, as sales territories are changed.

- ✓ **Web-Based Lead Management** – Dealers and corporate offices needed a simple lead retrieval system that would allow them to search for lead inquiries by a number of criteria to filter their leads. Leads needed to be exportable to Word or Excel, or printable to a PDF document. The Steinway and Sons management team wanted the LeadExec system to verify and record exactly when a dealer had retrieved a lead, updated a lead, and sold a piano to various lead inquiries.
- ✓ **Web-Based Dealer Locator** – Steinway and Sons web-based dealer locators found on their main website required LeadExec and their website to update in real-time. This solution would display in real-time to potential customers a dealer in their area that could service them.

Country / Region

United States, United Kingdom, Australia, South America, and Europe.

“The ultimate lead management and lead distribution system for companies that sell leads.”