

## Reduce cost

Marketing

Operations

Sales

## Increase revenue

Marketing

Operations

Sales

# Stannah

Stannah is a British family-run global business with a turnover in excess of £210M, employing 1,700 people working in the UK plus subsidiaries. As an international provider of stairlifts, escalators, and cranes for the home and workplace across over 50 markets, Stannah has been a leading name in its industry for over 150 years.

Reduced low value calls from PPC by over

20%

Eliminated service calls going to sales



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## Outcome

Stannah has now implemented Infinity in 11 markets, and counting, alongside achieving these results:

- Massive reduction in service calls choking the sales teams
- Tens of thousands of warm leads identified for outbound calling
- Number of calls from PPC to the US sales team boosted by 35%
- 28% increase on the rate of conversion of visits to calls from PPC campaigns
- Reduced low value calls from PPC by over 20%
- Worked with Infinity's Customer Success team to ensure GDPR compliance

**The increase in PPC efficiency from using Infinity has since led to Stannah growing their internal PPC team.**

As well as expanding their global use of Infinity, Stannah are now looking at integrating it with more partners in their tech stack, as well as their CRM system.

*“Companies need to understand why the phone is ringing, and Infinity gives us that answer. Infinity has been a great asset in terms of solving our initial PPC issues, and the additional solutions for optimising our contact centres for our sales teams have been a huge bonus.”*

**Austen Ahern**

Director of Digital Services

Technical Integration:



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## Challenges

85% of Stannah's digital leads came over the phone, they had no clarity on where they came from.

Campaigns were being launched with incomplete data, putting substantial advertising spend at risk across multiple markets.

People were calling with enquiries but not purchasing, Stannah had no way of converting those leads.

Many called sales lines from PPC for service issues, resulting in a poor experience for the caller and click costs for Stannah.

## Infinity solution

**Infinity's dynamic tracking numbers show the full customer journey that led to a call, across all visits.**

**Infinity data connected to bid management software, which linked spend to performance.**

**Call ratings logged in Infinity showed who had called but not yet purchased.**

**Infinity IVR gave customers an option on who to speak to, and choices were logged in Infinity.**

## New abilities

Scalable global visibility on what digital marketing campaigns were driving revenue.

This visibility allowed Stannah to make more informed decisions with their marketing spend.

Stannah's sales team could run outbound call campaigns to warm leads who had called but not yet purchased.

Infinity IVR efficiently routed service calls away from sales teams, and recorded where different types of call were coming from.

