



800 Co-op Response

Cape Cod Wireless Case Study & ROI

Pre-Implementation of 800 Co-op Response

Like most dealers today, Cape Cod Wireless spends their co-op dollars on a number of different mediums including.....newspaper, radio, penny savers & other types of direct mail. Cape Cod Wireless has also had a heavy emphasis on radio advertising for their 15 locations. Unsure of which mediums were generating results because it had been nearly impossible to get their sales associates to accurately track response rates at the retail stores. Cape Cod Wireless was also unsure if their reps were doing a good job answering phone professionally and if they were doing their best to “invite” the caller to their stores. Print advertising consisted of listing all their individual local store numbers in each of the ads.

Results after Implementation of 800 Co-op Response

(Cape Cod Wireless President – Eddie Jacob)

Cape Cod Wireless licensed 800-NEW-CELL, 888-NEW-CELL and 877-NEW-CELL, attaching each number to a different advertising medium to measure response rates. All calls are now automatically routed to the closest Cape Cod Wireless location to the caller, tracked and recorded, eliminating the need to advertise 15 different local telephone numbers.

“The most shocking thing we found once we implemented the system was learning how ineffective our existing advertising was. We really had no idea if our advertising was working and this system clearly showed us our response rates and where our inquiries were coming from”.

“I think most dealers are in the same predicament. Let’s face it, it’s almost impossible to track advertising response rates at the retail store level, so as a result most dealers continue to advertise the same old way.....not really knowing the return. At the same time, we have to spend our co-op asap, or risk losing it”

“A \$25,000 Radio campaign we measured generated 8 calls! We were shocked, and very disappointed to see the “real” response rates from our efforts. How many more sales could we have generated with that money spent elsewhere?”

“Furthermore, We could spend \$300,000 in Co-op money in a year on a certain medium. Without tracking it, what’s our ROI? Based on our results from our Radio campaign it could be minimal”

“Having this service in place allows us to track and measure our advertising results and get smarter each month.....steadily cutting and spending where we get the biggest bang for our co-op dollar”

"The ability to listen to the recorded calls into our stores with the online reports is invaluable. It really gives us tremendous insight as to how our people are handling inbound sales inquiries"

"We have also noticed a significant improvement in telephone protocol and professionalism, now that our people know every call is digitally recorded"

How Cape Code Wireless Utilizes 800 Co-op Response

- Measures advertising results by medium to verify and validate response rates and ROI.
- Uses response rate reports to negotiate better ad buys, by sharing actual results with media sales personnel, and demanding either better rates or more insertions based on success.
- Listens to call recordings to hear how their store personnel are doing handling inbound inquiries.
- Checks online reports to make sure all calls are answered.
- The most obvious benefit is the ability to spend co-op and ad dollars in mediums that produce desired results based on actual results.
- Improved advertising = Improved response rates = Sales Gain

Sample Projected ROI

800 Co-op Response cost per store per month	\$75.40
Increase in store visitors per month due to improved sales protocol and better use of ad dollars	15
Number of sales actually closed (estimated at 50%)	7.5
Dealer net commission per sale (after equip buy down)	\$150
Total sales gain/profit per month per store	\$1,125
Margin/ROI	1492%

- Increase in store visitors attributed to dramatic improvement in telephone sales skills protocol, and higher response rates due to shift in ad mediums that generate favorable results.

TracPoint Wireless

218 Boston Street / Suite 206 / Topsfield, MA 01983
Phone: 800-404-4450 / Fax: 978-887-8003 / www.tracpointwireless.com