



MEET THE CLIENT ——— ●

LiveViewTechnologies (LVT) produces advanced Hardware + Software security systems. They've combined high-tech security equipment with world-class surveillance software to achieve a whole new industry standard. Their security equipment is built to do it all.

LiveView Technologies
Established in: 2005
Employees: 500
Orem, Utah
www.lvt.com

In under 3 months

100+ *Meetings*
Held

THE PROBLEM ——— ●

LVT needed to engage with their customers faster, and more effectively.

LVT was experiencing difficulties in identifying dark funnel leads. Additionally, they run a multi-tiered sales process, which makes routing to the correct agents difficult. LVT knew they needed a better way to get leads to the correct agent, based on qualifiers, quicker. Thereby improving their speed-to-lead process.

THE APPROACH ————

Signals' Client Success team identified a few approaches to help segment qualified leads to move through the sales process faster by identifying LVT's Ideal Customer Profile. Then, using their custom ICP settings, they were able to route the right leads and accounts from LVT's website to the correct teams and agents.

LVT also had a dedicated team member learning the Signals system and working to build the customer journey into the system. This approach made it easy to create a robust working layout in just 1 week. From there it has been about A/B testing while adjusting and planning the next steps and stages for continual growth.

IMPACT ————

In the first 2.5 months LVT had: 721 conversations, 177 emails collected, 165 phone numbers collected, 100+ meetings held, and \$1.4 Million in ARR booked directly connected to Signals.

\$1.4 ***million***
in ARR
booked

Signols

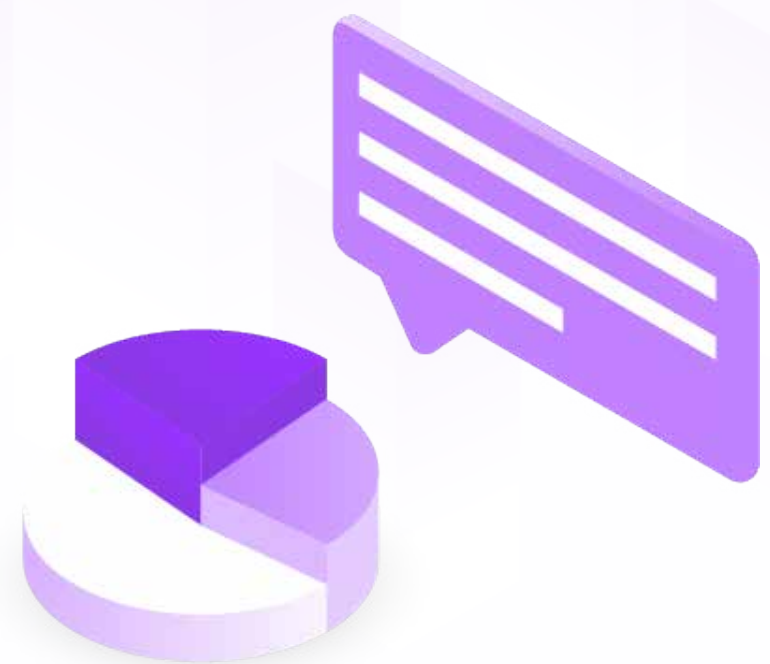


CONCLUSION

Excluding the after-hours automation, agents have been present (responding) to 61% of all conversations since implementing Signals. This resulted in 76% of meetings booked being booked by agents in chat, and 24% being booked entirely through automation.

Another significant finding from LVT's instance is that the bot captures emails at a higher rate than live chat, while agents using live chat capture phone numbers at a much higher rate.

By using Signals' solution, along with best practices, LVT was able to drive better online engagement and convert more prospects.





Marketing Manager

David Pearson

"Our Sales Team knows that [Signals] is a system they can rely on, that it's a system they can trust to get them the right leads at the right time."



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