

How GIVE Volunteers used SMS-Magic to increase their conversions by 30%



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With SMS-Magic, our productivity has skyrocketed, we have been able to use our time to focus on other parts of our business. This app has just leveraged our time exponentially and given us ability to shift our focus on customer service, projects and volunteers and not focus on difficulty communicating with them. //

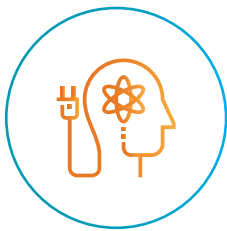


- Katence Olson,
Co-Founder & COO, GIVE Volunteers

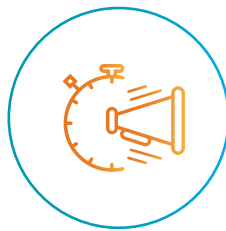
ABOUT GIVE VOLUNTEERS:

GIVE is a Seattle based travel organization that unites international service, adventure travel, and academics to create a meaningful volunteer experience abroad. GIVE's volunteers work on sustainable development projects, that are designed to make a lasting difference through improving infrastructure, increasing educational opportunities, and protecting endangered wildlife.

BUSINESS CHALLENGES:



Connect with
suitable candidates



Unable to
quickly communicate



Sales pipeline
was stuck

The GIVE team regularly received approximately 12,000 leads against 1,000 volunteer seats that needed to be filled with suitable candidates. Since most of the projects were time bound, it was important that the team moved leads quickly through the pipeline. The team attempted to engage these leads using emails and calls, which were never answered.

SOLUTIONS:



Identified
target audience



Automated messaging
conversations



Qualified leads quickly

Based on the target audience and the industry, SMS-Magic's consulting experts worked closely with the GIVE team to plan, design and implement messaging conversations best suited for their sector. Automated conversations were incorporated using workflows to trigger messages as soon as a lead was generated in the system. The support team at SMS-Magic provided useful insights on messaging best practices and rules and regulations from the US telecom industry.

Driving conversations through Messaging:

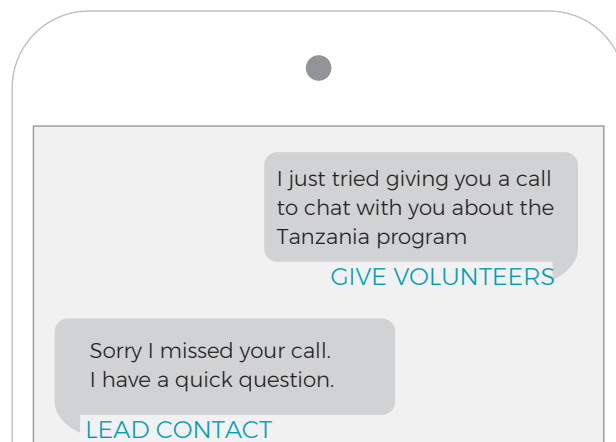
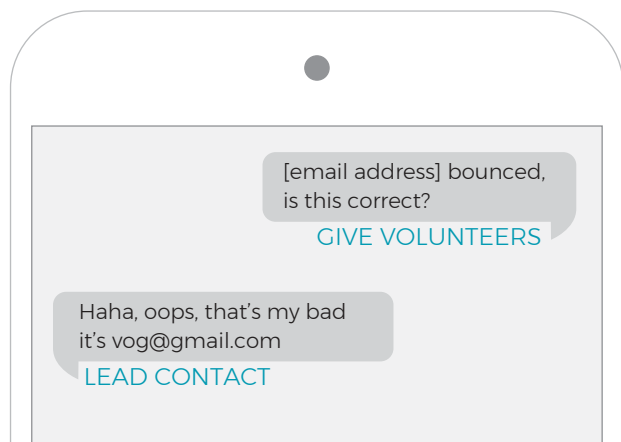
Optimize lead database

With SMS-Magic, GIVE is successfully able to optimize their lead database and eliminate the communication issue in their initial interactions with the leads.

Drive relevant conversations

By engaging leads with relevant conversations, GIVE is now able to quickly move the leads from the 'interested' phase to 'ready to sign up' phase.

MESSAGING CONVERSATIONS



RESULTS:



**Accelerated
time-to-revenue**

SMS-Magic has enabled GIVE to connect promptly with the applicants and move more qualified leads through the pipeline.



**Analyze
efforts**

With 'Health Reports' GIVE can now measure their team's efforts by gauging the triggers that either lead to conversions, or positively impact close rates.



**Increased
operational
efficiency**

Automated conversations have reduced manual efforts, saved time and significantly improved productivity.

SUCCESS

30%

increase in conversions by combining messaging conversations with emails

75%

decrease in bounced emails by using a follow-up messaging conversation to correct email addresses

60%

of leads, who didn't answer phone calls, responded to messages within 1 or 2 hours

60 productive hours saved each month

"SMS-Magic came at a great price point and had the desired usability. It's really, really user friendly."

- Katence Olson,
Co-Founder & COO,
GIVE Volunteers




ABOUT SMS-MAGIC

SMS-Magic is a proven, global messaging platform with over 1500 clients across 190 countries, including small, midsize, and enterprise accounts. SMS-Magic enables Salesforce users to engage buyers and win and retain more new customer revenue, while creating strong customer relationships that drive sustainable competitive advantage. SMS-Magic is a popular messaging application on Salesforce AppExchange.

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