



LUCRO SUPPORTS SME REMOVAL COMPANY TO DRIVE EFFICIENCIES

WHY LUCRO?

SME BUSINESS WITH SMALL ADMIN TEAM

- Challenges with keeping on top of enquiries and follow up.
- Pen and paper system had been outgrown.
- Not being able to see a snapshot of business operations.

BENEFITS LUCRO BROUGHT TO FREEMAN TRANSPORT

- ✔ Improved efficiencies and improved lead conversion.
- ✔ Leads coming in from Facebook, website and over phone all into one location.
- ✔ Company reporting and snapshot view of business.
- ✔ Improved customer communication.
- ✔ Easy to set up and configure.

INEFFICIENT LEAD PROCESSES WERE CAUSING ADMIN HEADACHE AND TAKING TOO MUCH TIME

Freeman Transport is a family run removal service specialising in residential and commercial removals.

The business has been running since 2021 and has 13 employees and 8 vehicles. With most of the team on the road and just two members of staff running the back-end of the business, without the right tools in place it was becoming more difficult to manage the leads coming in from multiple sources.

Leads were getting lost and the admin time required to run the business was taking too long and was inefficient.

LUCRO ENABLES ME TO SEE ALL MY LEADS IN ONE PLACE AND RESPOND MUCH FASTER. WE'VE SAVED APPROX. 50% ADMIN TIME ON LEAD MANAGEMENT PROCESSES SINCE USING LUCRO".

*Dee Khabra, Founder
Freeman Transport*

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HOW DOES LUCRO TOUCH EACH KEY ELEMENT OF FREEMAN TRANSPORT'S BUSINESS?

lucro

Customer Data

All customer data is in one place which gives complete visibility of an account to all team members whether office based or remote.

Track Communications

All lead and customer communications can be sent and tracked directly in lucro to improve quality and speed of all interactions with customers (including via text message).

Sales Data

Easy to monitor and track how all enquiries are progressing and where focused sales attention is needed.

Reporting Snapshoots

Freeman Transport can track leads, sales and customer transactions and get comprehensive business reports at the touch of a button.

Inbound Leads

Freeman Transport get enquiries from website, Facebook campaigns, 2 lead generation channels, referrals & inbound calls.

One easy to use system

Having just one easy to use system that integrates to other tools where needed means less staff training and IT upkeep on multi systems.



"WE CHOSE LUCRO BECAUSE OF THE FOCUS ON CUSTOMER SUPPORT. THEY WERE VERY RESPONSIVE, HELPFUL AND PROVIDED EVERYTHING WE NEEDED TO START SEEING THE BENEFITS OF LUCRO FROM DAY ONE."

Dee Khabra, Founder, Freeman Transport

FREEMAN TRANSPORT
Transport, Storage & Removals

BUSINESS GROWTH DEMANDED BETTER PROCESSES, TOOLS AND REPORTING CAPABILITIES

Freeman Transport came to lucro because it had outgrown its manual processes and was looking to reduce admin and overall be more efficient. Leads coming in from different sources such as Facebook, referrals and lead generation channels can now be easily tracked and automated communication flows set up.

But in lucro, Dee and his team have much more than just a lead management tool. It's automated workflows and email templates make light work of tracking activities and customer communications wherever they are, even if it's on the road.

Before lucro CRM, one of Dee's biggest challenges was having quick access to a snapshot of his business. Now he is able to get high level and detailed business and sales performance reports which can be customised to his business.

"LUCRO HAVE PROVIDED A 5* SERVICE TO OUR BUSINESS AND WE'D HIGHLY RECOMMEND THEM."

Dee khabra, Founder, Freeman Transport