

Inc 500 company re-invents itself and reduces cost of sale to maximize ROI.

"I believed the Internet was our future for growth and eMax helped us realize the sales potential from Internet generated leads."

Tom Schrader
President, CEO
CottageCare

Company Facts



Headquarters:
Overland Park, KS

Core business:
An *Inc* 500 company with a big-business approach to house cleaning.

Business need:
Embrace the internet for lead generation of sales.

eMax Solution:
eMax v. 2.25, MaxSTO.

Results:
The eMax Sales Campaign automation solution enabled CottageCare to increase lead flow and sales by 325%.

CottageCare[®], a leading service Franchise, adopts Sales Campaign Automation, and generates remarkable ROI.

Founded in 1988, CottageCare[®] has an integrated network of home cleaning service centers. CottageCare[®] has expanded to more than 50 locations in the United States and Canada.

Tom Schrader, President of CottageCare[®], on selecting eMax:

"CottageCare[®] budgeted to re-invent our recruitment of new business owners via aggressive Internet promotion and ambitious follow-up on each inquiry. eMaximation's solution included **integrated administration reports** and online contact management that let us instantly **observe the progress of our "offsite" Canadian and US sales teams.**"

On getting started:

"At first we were practical and demanding of ROI. When we saw results, we reinvested. We started with Sales Campaign Automation in 2001 then added Search Term Optimization in 2003. **After five days of Search Term Automation, our search term inquiries outpaced those from our own website.** We leveraged our original investment as each lead received the eMax automated follow-up responses. Since then, our sales team **has tripled their number of qualified leads.**"

On ROI:

"I love the instant control we have over our Internet promotion and watching the software process the leads in real time. When we coupled Lead Generation and Sales Campaign Automation, the **increased sales achieved 100% ROI within 60 days.**"