

eMaximation drives Internet lead flow and sales for Lady of America.

"From day one, eMax has created results and impacted our top and bottom line."

Roger Wittenburns
President
Lady of America

Company Facts



Headquarters:

Ft. Lauderdale, FL

Core business:

State-of-the-art equipment, fitness classes, childcare, personal training programs, sportswear, nutritional supplements, and tanning, in a women's only environment.

Business need:

Become the number one women's fitness chain in the US.

eMax Solution:

eMax v. 2.25

Results:

180% increase in Internet lead qualification. 10 fold increase in sales from Internet leads.

Lady of America needed more sales and eMax delivered.

In a 2002 strategic evaluation of its use of technology, Lady of America found **identified opportunities to improve both front and back-end systems**. In determining what investments to make, performance and quick return on investment were key drivers.

At the core of the initiative was the need to build its base of franchise units across the country. eMaximation was selected to deploy a range of sales productivity tools to improve the prospect qualification process.

CEO Roger Wittenburns On Selecting eMax

"eMax was the only vendor we found that had a strong background in our industry. **They understood our business problems** and knew how to apply their solutions to solve them."

On Performance

"A driver in the process was the importance of achieving real results in a short amount of time. **The eMax system has made a dramatic improvement** in our sales organization on a number of levels."

On ROI

"ROI came quicker than expected. In little over four months we had recouped our investment through new business attributed to the system. Since going live we have attributed a 180% increase in prospect qualification rate, and increase in **sales from 2-3 to 20-30 transactions per month**. That nets out to a **300% return on investment**. Based on these results, we made the decision to allocate additional funds to Internet advertising."