

# Boosting Sales with Instant Quote Journeys

"Offering an instant quote gets our foot in the door and saves leads."



## INTRODUCTION

In the HVAC industry, making things easy and fast for customers is more important than ever. Reliable Ducts Heating & Cooling has made a big difference by making it simpler for customers to get involved. Partnering with Contractor Commerce, they added a custom instant quote feature to their website, changing the way they connect with potential clients. This feature not only streamlines the process but also enhances customer interaction by providing quick, tailored price estimates.



## THE CHALLENGE

Before, getting a quote for an HVAC system took a lot of steps. Customers had to go through several stages, from the first call to getting someone to visit their home. This long process often made customers give up and look elsewhere, which meant Reliable Ducts missed out on a lot of sales.



"People want quick price ranges; our instant quote tool saves leads and led to **4** system sales in the first week."

**Dalton Thorpe**

Marketing Director

"By giving an instant quote, we address customer needs right away and secure interest."



## SOLUTION

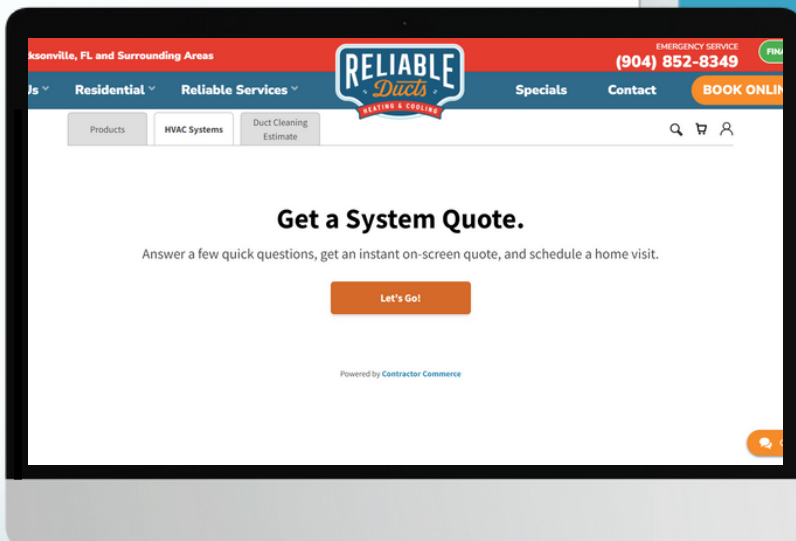
Reliable Ducts Heating & Cooling recognized the need for a quicker way to handle quotes, so they sought out a solution and found Contractor Commerce. By creating a custom quote journey and adding just a small snippet of code into their website, they enabled customers to get quick, tailored price estimates for HVAC systems without waiting. This partnership with Contractor Commerce ensures the tool is user-friendly and enhances the overall customer experience.



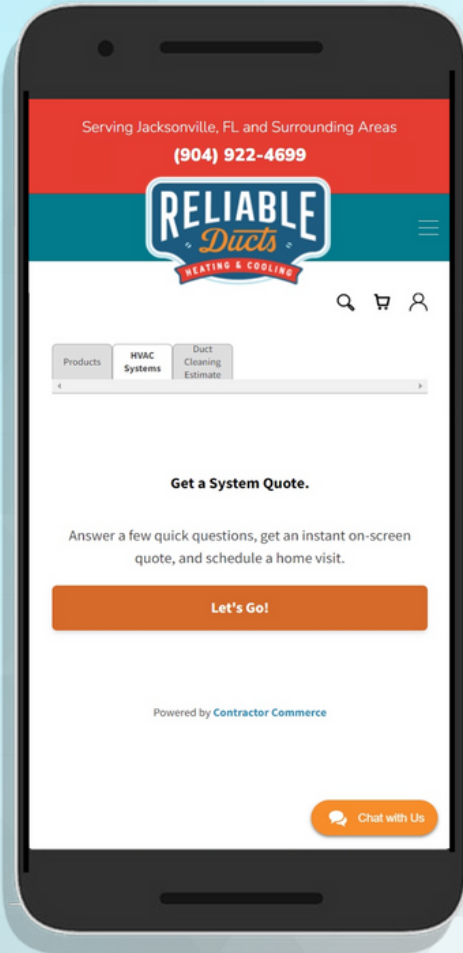
"We lose **half** our leads in the traditional, loop-filled quoting process."

**Dalton Thorpe**

Marketing Director



“Instant quotes prevent **losing leads** to a complex, multi-step process.”



## IMPACT



### Increased Sales:

In just the **first week**, they **sold 4 HVAC systems** through their online quote tool. This demonstrates that simplifying the quote process effectively converts prospects into buyers.



### Market Differentiation:

By eliminating barriers to information and pricing, Reliable Ducts enhances trust and attracts a broader customer base, achieving significant market differentiation **with straightforward, quick pricing.**

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