# How Top-Performing Call Centers Leverage Hatch

An inside look at the methodologies and features that Hatch provides to call centers to help transform them into messaging centers, designed to increase appointments set, improve close rates, and redefine customer communication.

Hatch    KOHLER.    NEWPRO Home Improvement Solutions    Reborn CABINETS INC. kitchen & bath remodeling specialists Est. 1983

# You've just discovered the best-kept secret for top-performing, state-of the-art call centers across the country.

Organizations like **NewPro**, **Kohler,** and **Reborn Cabinets** are leveraging Hatch in their **call centers** to transition into state-of-the-art **messaging centers**.

With Hatch, they nail speed-to-lead, set more appointments, increase close rate and improve communication with customers.
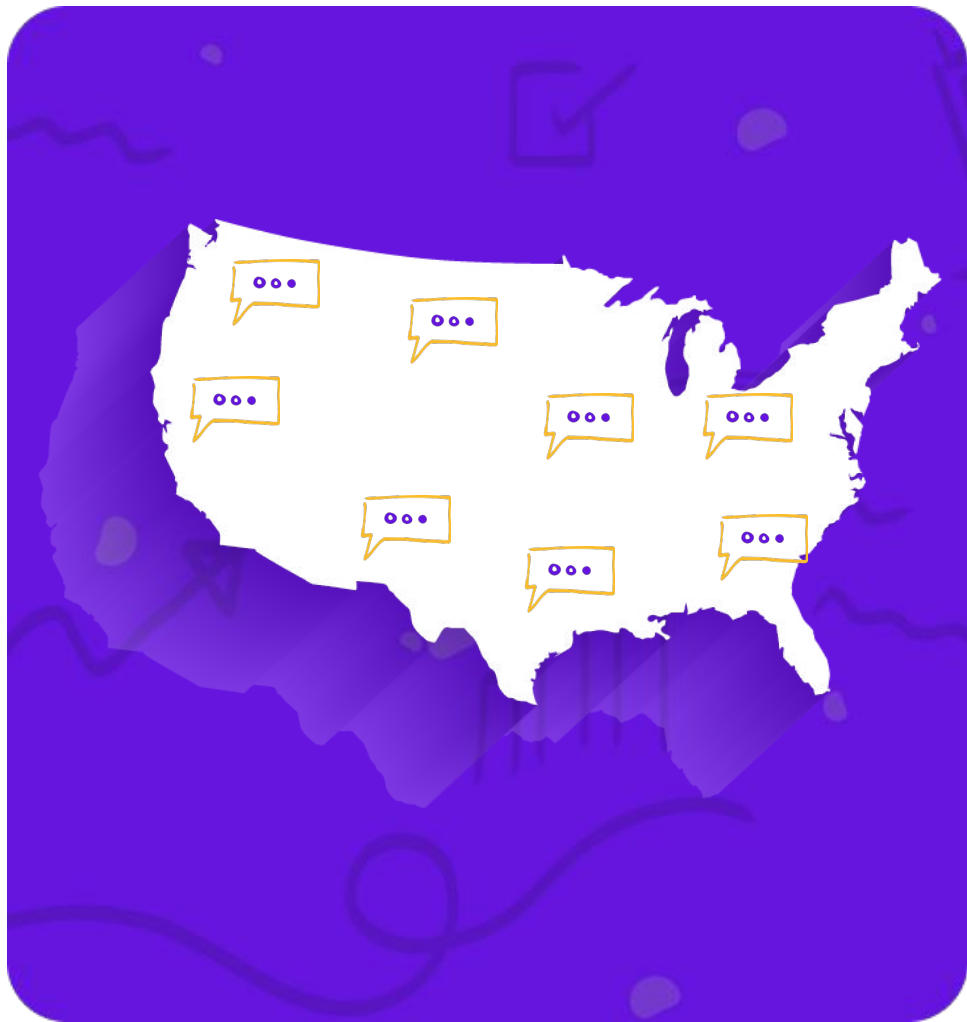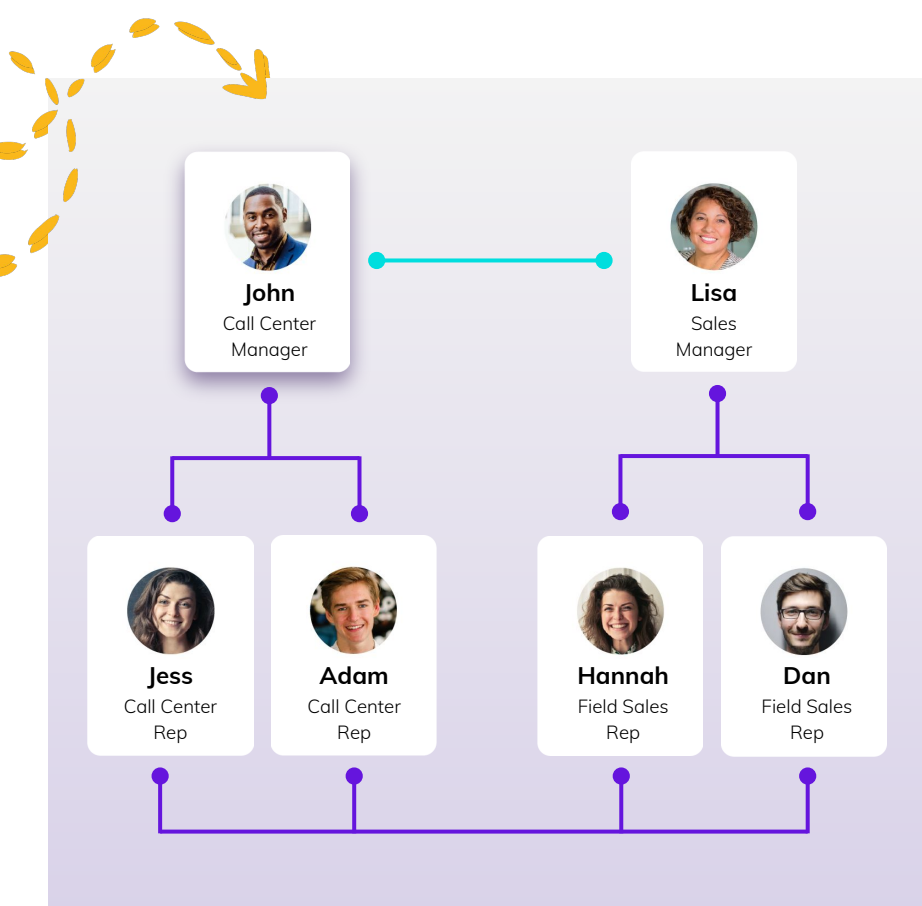
**Hatch**

# By implementing Hatch, call centers see an increase of 7-10% in close rates, speed-to-lead improvement to under 30 seconds, and 5x more appointments set.

Want to know what this actually means in 💸 for your business?

**Crunch the numbers with our free rehash calculator.**

**Hatch**

# Hatch fits perfectly into your current processes.



- **Automation -** Hatch gives call center managers with outbound teams the ability to automate activities without touching a button.

- **Objection-handling -** Handing off objections with call center reps is now a scalable process. Never have downtime, never have a follow-up missed.

- **Visibility -** Leaders gain insight into every campaign, every conversation, how those objections are distributed, how they're handled, and whether they become a sale or not.

- **Speed-to-Lead -** Hatch Call Centers have the *lowest* reply times due to dedicated resources for inbound messages, helping them nail down the speed-to-lead game over competitors.

# How your team will use Hatch.

**John**
Call Center Manager

**Jess**
Call Center Rep

**Adam**
Call Center Rep

**Lisa**
Sales Manager

**Hannah**
Field Sales Rep

Call center manager is in charge of campaigns and ensuring accountability

Call center reps are responsible for responding and setting appointments

Based on response, call center rep can tag in the best person to handle

# Hatch scales with you - our proven growth plan.

## Hatch grows with your call center.

Our strategies are designed to scale up with your team to ensure proper adoption and ROI are being achieved.

These strategies involve:

- Rehash/Revisits
- Instant Lead Engagement
- Appointment Confirmations
- Cancelled Appointments
- Database Mining

### CALL CENTER GROWTH PLAN

**1. IDENTIFY**

You have business challenges that need to be solved. We will work together to identify those needs and discuss options for the best solution.
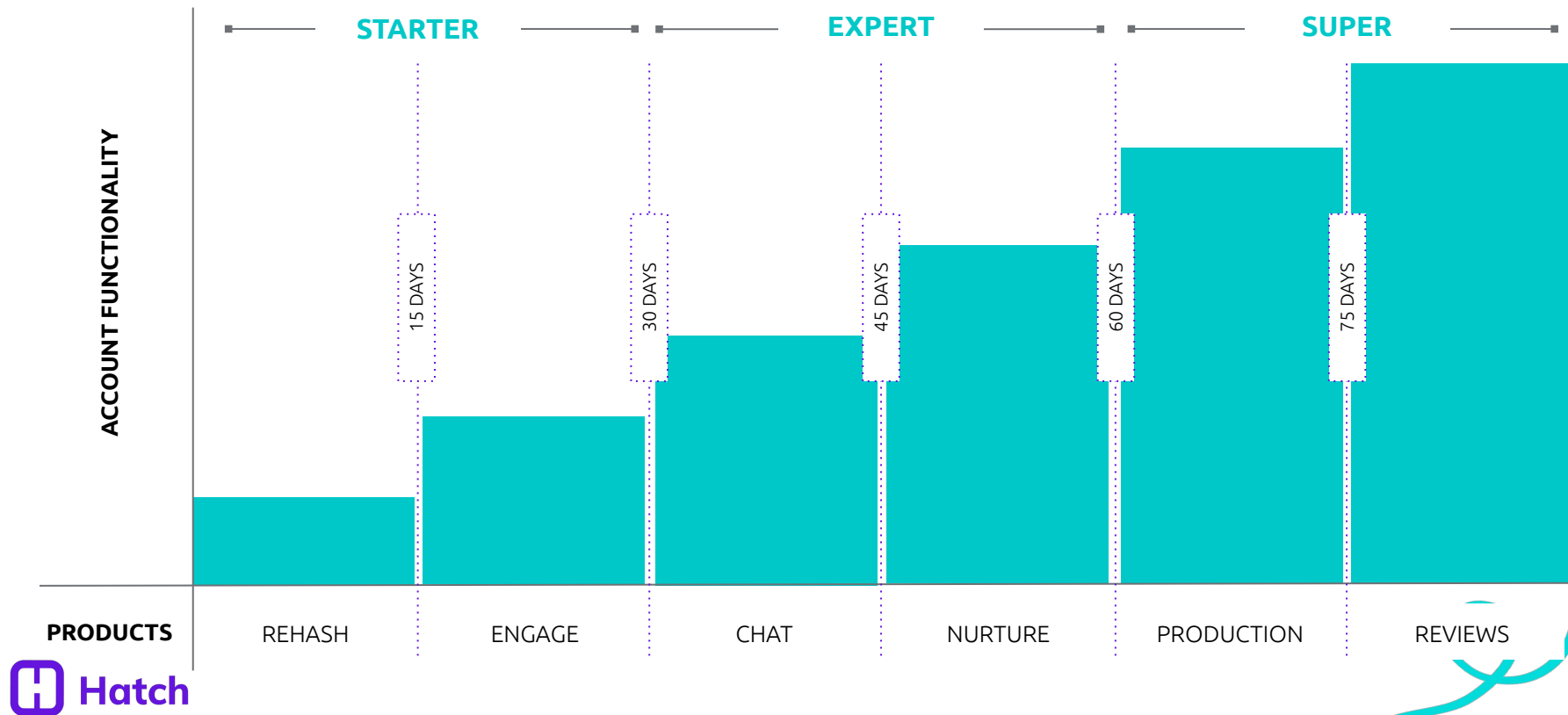
**2. STRATEGY**

Once we have implemented the solution to solve your specific need, we will actively engage with you and your users to ensure proper education and adoption.

**3. MAXIMIZE**

As your solution begins to grow, we will be by your side to ensure you are maximizing every aspect of its functionality and delivering the best ROI.

## Hatch

# Hatch scales with you - our proven growth plan.

ACCOUNT FUNCTIONALITY

STARTER     EXPERT     SUPER

15 DAYS     30 DAYS     45 DAYS     60 DAYS     75 DAYS

PRODUCTS     REHASH     ENGAGE     CHAT     NURTURE     PRODUCTION     REVIEWS

Hatch

# Hatch compliments the tools that your call center is already using.

**Although we *can* be a complete solution, we don't try to force change in your call center processes.**

Our overall goal is to compliment whatever works best for you and help you achieve better business messaging through texting and automation.

**Hatch**

RingCentral®

Five9

dialpad

dixa

freshcaller

8x8

talkdesk

# Customer Success with Hatch

Our customer's results speak for themselves.

# KOHLER®

**Location**
Nashville, Tennessee

**Stores Covered**
8 locations

**Call Center Size**
14 reps

**Using Hatch Since**
2018

**Before Hatch:**
Lead sources (web forms, Modernize, HomeAdvisor) were routing to reps to call via outbound dialer. All rehash and sales follow-up was done manually. Appointment confirmations were done via dialer with manual processes and one touch point.

**After Hatch:**
With a direct integration with all lead sources, Kohler saw increased speed-to-lead with fewer reps.

Hatch automated multi-touch rehash/revist using text, email and voicemail with personalized outreach. Kohler implemented a six-touch follow-up and adopted our playbooks for price objection response handling. Appointment show rate increased *and* reschedule rate increased.

**Results:**
Lead source close rate for aggregate sites improved **45%.**
Rehash appointments nets **$75k/month** in revenue.
Ongoing database mining creates **45+** appointments per month.

**Hatch**

# NEWPRO
## Home Improvement Solutions

**Location**
New England

**Stores Covered**
2 locations

**Call Center Size**
6 reps

**Using Hatch Since**
2019

**Before Hatch:**
Lead Sources (Web forms, Modernize, HomeAdvisor) were pushing into a dialer and CRM. Rehash and sales follow-up was conducted with a traditional dialer and manual "clicking" processes. Database mining was an afterthought.

**After Hatch:**
Direct integration with all lead sources, increasing speed-to-lead with automation and fewer reps.

Hatch automated multi-touch rehash/revisit using text, email and voicemail with personalized outreach, 6 touches and price objection handling responses. Created "outbound" Hatch team to mine their database and set appointments.

**Results:**
Lead source close rate improved **5%** in 30 days
Rehash appointments improved **12%** and nets **$100k/month.**
Database mining creates **25** appointments/month.

## Hatch

**Reborn CABINETS INC.**
kitchen & bath remodeling specialists Est. 1983

**Location**
Southern California

**Stores Covered**
3 locations

**Call Center Size**
4 reps

**Using Hatch Since**
2019

**Before Hatch:**
HomeAdvisor leads were getting dialed from an automated dialer. Rehash and sales follow-up was a manual "clicking" process. Cancelled appointments were getting dialed in a round-robin process.

**After Hatch:**
Direct integration with HomeAdvisor and Hatch automating text, email and voicemails in less than 5 seconds.

Hatch automated multi-touch rehash/revist using text, email and voice with personalized outreach. Reborn adopted a six-touch cadence and Hatch's playbooks on price objection response handling..

Additionally, Reborn automates campaigns for cancelled appointments via text, email, and voice with 5 touches.

**Results:**
HomeAdvisor close rate **80%+** and **$190k** in 30 days.
Rehash appointments have seen a **53%** improvement and net **$80k/month.**
Cancel rates significantly reduced from 5% to **2.9%**.

**Hatch**

# Let us help your call center engage leads quicker and set more appointments that result in sales.

Try Hatch for free at **usehatchapp.com** and personally discover why the best call centers trust us to help them achieve their business goals.

**Hatch**