



Gopher Leads Helps Telus Increase Sales by Tapping into Frontline Employees to Generate Lead Referrals

Telus Communications provides Wireless and Internet services across Canada, along with TV and Home Phone services across Canada.

Telus wanted to increase the number of leads in their sales pipeline by incentivizing their technicians. To do so they rolled out a Gopher Leads campaign to their Western district in early-2017.

KEY PROGRAM OBJECTIVES

- Increase sales through an in-field referral program for technicians
- Sell more new services to existing customers
- Help the sales and technician teams communicate better and close deals faster
- Integrate with existing CRM and sales process

“Gopher Leads takes the cake compared to other lead-gen tools. It’s great that there is a ticket number with every lead. It’s easy to track.”

Tyler Kinsey
Technician
Telus, Canada

“I like the simplicity and the idea of checking all my lead gen stuff in one elegant app. Like how much money i’ve earned on my referrals.”

Caleb Kendrick
Technician
Telus, Canada

SCORE CARDS & FINDINGS

We spoke with the Strategic Program Director at Telus to reflect on the overall success of the program. Key findings are illustrated below:

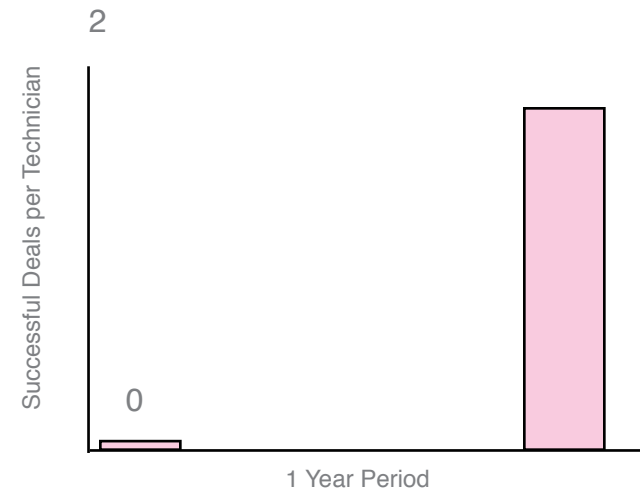
GOPHER LEADS CAMPAIGN FINDINGS

Closed Deals
41%
Conversion Rate

Average Close Time:
5 Days



Fastest Close Time:
1.6 Hrs



- **41% Sales conversion rate** from lead capture to new closed-won business
- Median time from lead generation to sale was under 5 days with the fastest lead closing in only 1.6hrs
- Communication throughout the division was strengthened, drivers and salespeople now work together
- 38% of technicians actively sent leads within the first 2 months of the pilot
- 1.81 successful new deals per technician per year
- 144 new deals won through Gopher Leads in 3 months

