

TracPoint Apps

Innovative, Loyalty Marketing for Multi-Location Retailers

Interview with Caleb Haley, Vice President of Sales and Experience at CPR (Cell Phone Repair) - Amtel



CPR (Cell Phone Repair) Case Study

BACKGROUND

TracPoint Apps is a mobile App platform that provides businesses of all sizes with a feature rich and affordable solution to deploy a beautifully designed custom-branded App that increases sales through customer loyalty, referrals, and employee networking. These unique applications are designed to meet the needs of any business, including: a digital business card, in-App messaging, promotional coupons, store directions, integration with your social media and much much more. All of these functions are now conveniently located in one place, and easily loaded onto your customers' smartphones at the point of sale.

“
Nearly every single customer that is being shared the App is installing it. The App is something that houses it all in one place.
”

CHALLENGE

Before implementing the App, Cellular Phone Repair (CPR) faced major challenges in maintaining customer engagement, especially post-sale. Limited foot traffic made it difficult to build lasting relationships, and traditional outreach methods were inconsistent and inefficient. Caleb noted, "We didn't reach customers post-sale. There wasn't a structured process, and if it was happening, it was isolated to one or two stores. There was no way to get back out to customers and bring them back into the store." This lack of a cohesive follow-up strategy hindered customer retention and repeat business.

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PROPOSED SOLUTION

Utilizing the App, Caleb and his team can easily add their digital business card onto every customer's mobile device in seconds, providing quick access to one button reviews, calling, store location, email, and other forms of contact. The custom branded App also gives customers access to promotions and updates from the CPR Team!

“
The App is really the one stop shop for us, for all things Cell Phone Repair related.
”

RESULTS

Caleb highlighted the impressive early results of the App installation strategy, noting, "Speed to market is big in most if not all retail industries, especially when we're talking about the numbers. When you start to quantify the numbers and annualize them over the course of how long we've been utilizing the App, we project a noticeable traffic increase." These results underscore the scalability of the approach, showing that even in lower-traffic stores, the App's adoption rate is exceptionally high. If extended to larger retail partners, the impact could be exponentially greater, positioning the App for widespread success.



Read the full interview below!



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TRACPOINT APPS

What were you using to network with customers before the App and what were the biggest challenges?

We have traditionally used a standard business card. Maintaining stock of cards is difficult especially when a store doesn't let you know in advance they are running low. Ordering cards for each team member also adds complexity. Turnover is a factor and when annualized, the waste and cost of paper cards can add up. Blank cards with a name written in is not as professional as we would like.

What do you like best about the App and the digital business card?

The convenience of having their own personalized business card flows well with our sales and support process. Having the option to add information on our promotions, and the ability to reach out and encourage those customers to visit our store provides value. We've used both Scratch and Win promotions and landing pages. We're able to inform customers of new products and offers and keep them connected with us. The customer can call us and can even complete a review right from the App.

“If we didn't have the App, we would be relying strictly on word of mouth, on new customers that are coming in from that day forward post-launch, to tell friends or family.”





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TRACPOINT APPS

What's been the experience for your employees with installing the App on customer devices?

We deal primarily with employees who are technicians. They love fixing things. They love repairing things. Some of them have been a little out of their comfort zone when selling the value of the App. We show them the purpose and value, and how helpful it is with communication of promotions for our customers. While we continue to measure results, we feel that when the App is shared with customers and the benefits are fully explained, the customer is installing the App.

“
The technicians, they really
love it. They love having their
own personalized business
card.”

How did you roll this out to your employees, and how has the adoption been for your team and training them to help the customer install?

First our leadership had calls with our District Managers and walked them through the entire process to gain their buy in. We had them download the App themselves, create their business cards, and utilize the tool so they would be familiar with it before we rolled it out to the managers and the front lines.

Our goal was to do it right, take our time, and make sure that all the pieces are working and connected. If it doesn't work, our technicians are not likely to use it with confidence and they'll go back to the path of least resistance.

Once the district managers downloaded the App and became familiar with the functionality, they were able to recognize the tool as an enhancement to their business. We had our entire team download it, utilize it, send it out to friends and family first, and then we made it live with customers.

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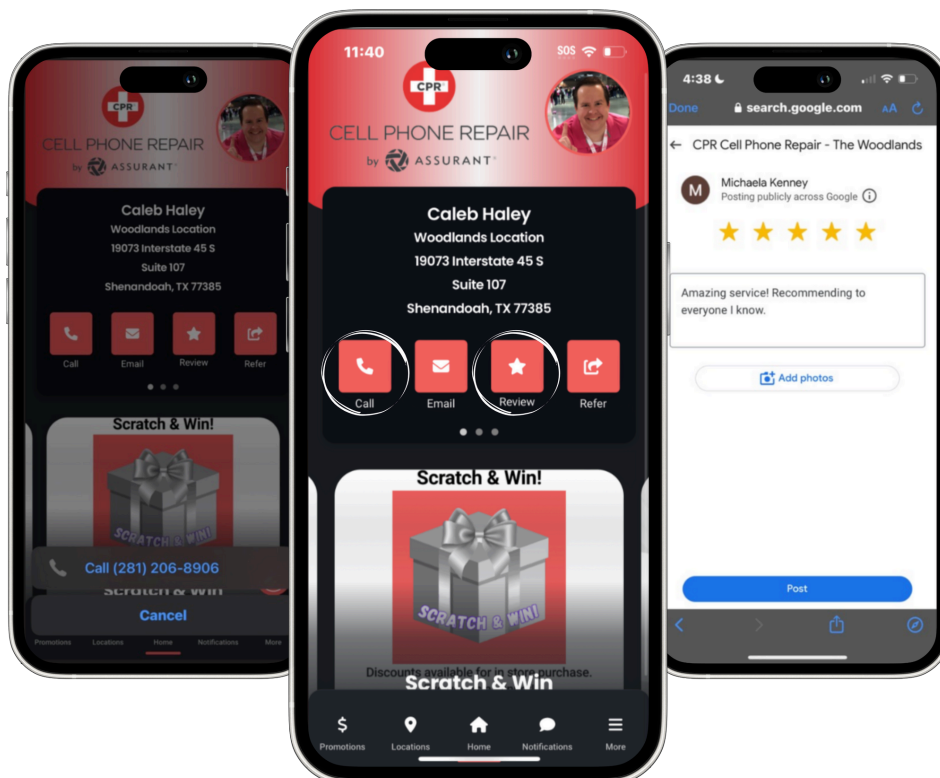
Have you personally shared the App with your own network?

To enhance our level of support, our back-office support team downloaded the App as well. This included marketing and trainers, some of our direct field support. By ensuring field and support buy-in, we feel this gives us a competitive advantage in encouraging return business and customer reviews.

Do you have a favorite feature on the App? Would you say the Reviews button is a favorite feature of yours?

The reviews feature has proven to be very beneficial. Also, the convenience of the call button allows the customer to call the store directly from the App without looking up the number. If they go to Google to look it up, there is always the possibility of a competitor's number could be pushing to the top.

“It's a night and day difference on the reviews that our doors have versus the folks that do not have the App. It's night and day.”



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What have you heard about the customer's reaction to the App?

I have witnessed personally inside our stores, that customers appreciate the ease of use, convenience and direct contact possibilities. I did not see pushback from customers on downloading it. The key is sharing the benefits.

Once you clarify what the App is and how it can assist them—whether it's for reaching out to the store for device repairs or sharing it with friends or family members who may have broken devices—they love it.

What's been your experience with the drag and drop designer that we have?

It makes it look like someone who went to school for Photoshop did the promotion. It looks very professional and it's been seamless so far. I haven't had any issues.

Are you targeting promotions to specific locations / regions?

We've informed customers of new product launches. We plan to use the targeting throughout the holidays, by really enhancing our lineup to create additional revenue. That's where the App can come in handy for us, all of those customers that have downloaded it previously, we can just hit one button to inform them of any new products, services or offers.

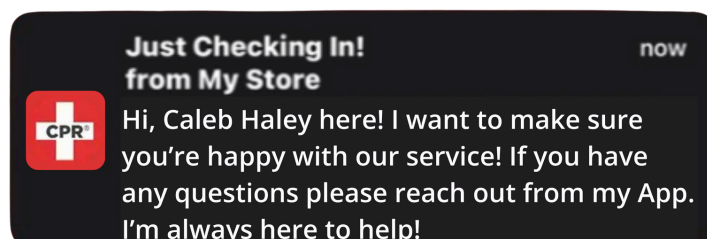
Are you using push messaging to educate customers on CPR? How have you incorporated push messaging into your marketing?

With Push Notifications, we're contacting customers no more than twice a month. We built a roadmap for the rest of this year on exactly what our promotions are going to be, and when we're going to nudge our customers and say,

"Hey, come back in for this promotion, or for this device!"

With the push notifications, are you also linking promotions to them as well? Has that ability been a positive for you?

We have linked our promotions to our Push Notifications, we put the link in there when it goes out, so that when they click it, it takes them right to that landing page in their App. It's very handy and makes marketing to customers very efficient.



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How did you reach customers post-sale prior to push notes?

We didn't have a structured process for reaching out to customers post-sale prior to push notes. If it was happening, it was isolated or siloed to maybe one or two stores.

Have you implemented representative goals by any chance? What's been the experience?

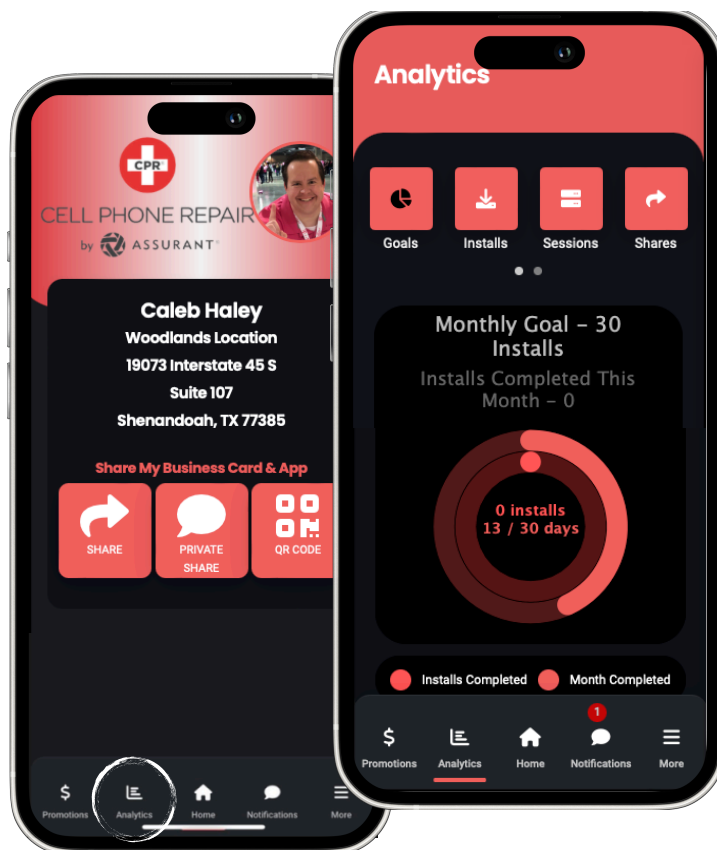
Goal messages are sent out every day. The App provides the ability to nudge the technicians, 'you are x percent to your goal'. We can set that up to ping them 3 times a month or 4 times a month. We send that tracker out to field leaders on a daily basis so that they can see at an entity level 'here's what best in-class is'.

From there, they diagnose, 'Why aren't your customers doing that?, Are you talking about it? Is this something that you're comfortable with? If, not, let's walk through it again.'

Every single person has a goal and it's sent out daily.

Are you customizing some Rep goals?

We give our technicians all one goal. If we're putting in a quota around something like closing additional customer sales, we would ramp up that monthly goal because this is something that truly enhances the customer experience. It will save our customers money when they download it. For example, they can Scratch & Win and then save 10% OFF a screen protector, case, or power supply. We want them to know it can save them money in the long run.



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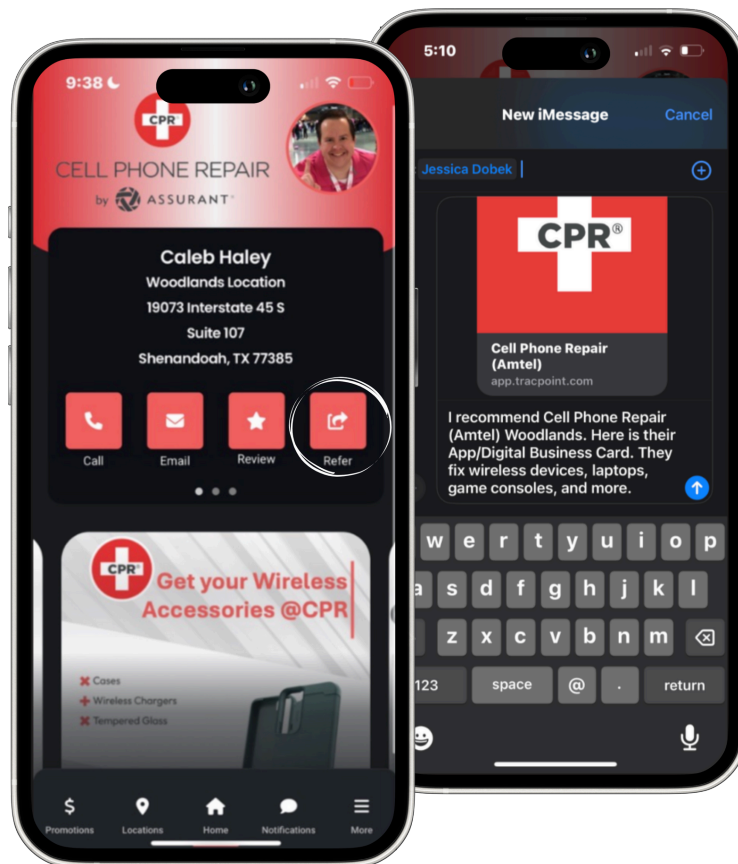
TRACPOINT APPS

Is there a certain feature that's pointed out to customers?

When we educate them around the App, we immediately say, 'By the way, there's a review button in here too!' At that moment, they're really happy about the service they received and they go in and give the review right then and there. That's step one and we tack on the promotion piece as we're going through it.

We've been able to utilize the App to inform our customers of products and services they didn't even know we offered!

It reinforces that message when they see it again on the App, when they pull it up, when they have a friend or family member that has something that is broken, it helps educate them around all of the different things that we offer.



“
We're able to utilize the App to inform our customers that we can fix laptops, game consoles, tablets, some digital cameras, and other types of devices. It reinforces that we can really do it.
”

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Are there any features you'd like to see in the App that aren't in there now?

From a reporting perspective, the reporting is robust. The visibility to key metrics reporting has been helpful in achieving our goals. Anyone that signs up for this will certainly need it to be able to see how they're doing and what 'right' looks like for their team.

What is it like working with the TracPoint team?

The sign-up process was smooth and transparent and we've appreciated the support we've received post-sign up. We receive prompt responses and help with any issues or questions that may arise.

“It's now become just part of what we do inside of our stores. During a recent contest on Google review numbers, one of our locations had two out of the top three technicians. We were highlighted for those Google reviews at a national conference we attended.”

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