

## HUDSON FURNITURE SUCCESS STORY

Only a few months after partnering with S2L, Hudson's Furniture experienced a 30% increase in trackable revenue, growing from \$700k to 1M.



### **Ray Templeton**

Project Management Consultant

"Salespeople need to be prompted to follow up with leads, and that's what S2L does so well."

## THE STORY

### **About Hudson's Furniture**

Whether a homeowner is shopping for a living room, dining room, or bedroom, Hudson's Furniture offers quality furniture and mattresses at the best value in central Florida. With a friendly, knowledgeable team and free in-home or in-store design assistance, Hudson's is the go-to place for the finest items at fantastic prices.

## THE CHALLENGE

Ray Templeton, Hudson's Project Management Consultant, researched the company's sales efficiencies and discovered two key problems: 1) Hudson's was relying too much on email to convert web leads, and 2) getting the company's salespeople to pick up the phone and follow up with prospects was proving to be a tall order.

## THE SOLUTION

# Timely call prompts for maximum return-on-investment

Impressed with S2L's ability to customize a solution for Hudson Furniture's specific needs, the company saw immediate results soon after signing on for S2L's lead follow-up service. In only a few months' time, Hudson's maximized its return on investment from internet leads and experienced a 30% increase in trackable revenue – from \$700k to 1M.



**"I've already referred S2L to several other businesses, and will continue to do so."**

Ray Templeton - Project Management Consultant

## THE SOLUTION

# Long-term growth ahead

With S2L as a trusted partner, Hudson's Furniture is enjoying more fruitful conversations with prospects and the company's ownership has the peace of mind that the company's budget is being well-spent. Hudson's long-term goal is to grow a robust online business to complement its successful brick-and-mortar operations.



**1 Month**  
period of usage



**1000X**  
return on investment



**42.9%**  
increase in conversion