

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