

## **Case Study - The Mulcher Limited**

### **What does your company do?**

We provide FM radio consultancy services for customers around the world. We assist people to develop radio stations, from advising on licensing issues in their specific country, to supplying the necessary transmission and studio equipment, through to providing installation and training on using all the gear.

### **How do you use FollowUpExpert?**

Prior to using the software, we found we were dealing with considerable number of email inquiries every day where customers would fill in the form on our website and request information on how to develop a radio station. The majority of our customers don't have any previous experience in radio, and so the questions they all pose are almost always the same. Since implementing FollowUpExpert we have been able to automate this enquiry process, so much so that it is saving us hours of effort each day, not to mention saving our typing fingers from RSI. FollowUpExpert has allowed us to easily funnel customers towards the service we offer, while at the same time filtering out the tyre-kickers.

### **How has FollowUpExpert and opt-in email / autoresponder marketing been beneficial to your business?**

FollowUpExpert is utterly invaluable. It allows us to provide a customised, yet automated, response to the same type of customer enquiries and allows us to easily schedule follow-up emails to our customers after a specified period of time has elapsed. This is very useful indeed - it is one of those tasks that without the software we would always intend to do, but never gets done. FollowUpExpert automates the entire process and makes doing business for us a great deal easier. In addition, the ongoing support and assistance provided by Martin at Xtreme is exceptional and highly valued by the company. He regularly releases upgrades, and indeed actually listens to customer suggestions and develops the software accordingly! On the odd occasions that any issues arise, he quickly rectifies them (and indeed going by the times I receive email updates from him, he works through the night if necessary to ensure the software is performing at its best).

### **What results, if any, have you seen using FollowUpExpert?**

We have of course been able to save huge amount and time and indeed money using the software. Had FollowUpExpert not been available, we would likely have had to employ an additional full time employee to simply respond to all the enquiries we receive each day. So notwithstanding the results on the bottom-line in this respect, FollowUpExpert has played a significant role in increasing sales for us, particularly so with the feature that allows us to send out followup responses to customers at later designated time. The software simply makes responding to email enquiries an absolute breeze. It takes care of opt out requests and is the perfect no fuss, no mess solution to automate inbound email enquiries.

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