



Founded in 1979, Lindus Construction has served over 100,000 happy Homeowners in Minneapolis/St. Paul, Minnesota, and western Wisconsin. In that time, they've grown from two to over 150 employees and reached \$45M+ in annual revenue.

Situation



Despite using myriad systems, Lindus management faced several challenges and inefficiencies hampering its growth.

For e.g., Each lead took 12 mins on average to process. While lead conversion was in the mid-70s, Management felt that this could be way higher.

Close rates, time to quote a customer, project margins etc. were all areas where Lindus sought improvements

Solution



Consolidated different systems into a Salesforce platform solution, the prelude to CFLOW. Trained Lead setters to use lead intake form to schedule appointments. Sales team using Product Picker and quote builder to quote in real time. Automated project creation from orders improved project tracking & margins.

Integrated PandaDocs for e-signature, to reduce appointment duration & increase close rates.

Created comprehensive dashboards for performance tracking

Outcomes



83% improvement in Lead processing time
Improved lead conversion ratio from mid-70s to 95-98%
5% Win Rate increase; 7% increase in project margins
Real time analytics from anywhere, via mobile device