oneCXi | wework

How WeWork Achieved 25% More Conversions and 15% Booking Growth Using oneCXi

25%
Conversion

15%
Office Space Bookings

Use Case: Sales | Industry: Commercial Real Estate | CRM: Salesforce

Objective

WeWork aimed to streamline the lead management & segmentation process to boost efficiency, improve appointment confirmations, and boost conversion rates for office space bookings.

Solution

They leveraged oneCXi's unified CX platform to manage end-to-end customer conversations, automate lead management, and create tailored campaigns, significantly reducing response time and optimizing operational workflow.

Results

WeWork boosted conversion rates by 25% and saw a 15% rise in office space bookings, driven by improved lead handling and efficient campaign management.

About the Company

Founded in 2010 by Adam Neumann and Miguel McKelvey, WeWork is transforming the office market. The company leases large properties on long-term agreements and then sublets these spaces to smaller businesses on flexible, short-term arrangements. Operating worldwide, WeWork converts buildings into dynamic, collaborative workspaces. The company provides infrastructure, technology, events, and a supportive community, enabling their members to focus on what they love and thrive in their work.

How to Streamline Lead Management, Boost Conversions & Drive Growth

WeWork aimed to streamline their lead nurturing process by automating repetitive tasks and integrating their CRM with a robust CCaaS solution. The objective was to automate and optimize lead management, reducing manual intervention and increasing campaign efficiency to convert more leads into customers.

Previously, the lead nurturing process was cumbersome, relying on spreadsheets to track leads, which caused delays in contacting them and created a disconnect between lead generation and action. This hindered the ability to prioritize high-intent leads and delayed outreach efforts.

The goal was to implement a system that could qualify leads based on specific criteria, allowing the team to focus on high-potential leads. By optimizing the lead nurturing process and targeting the right leads at the right time, WeWork aimed to increase conversion rates and drive business growth.

Features: Auto Dialer | Smart IVR | Voice Blast | Real Time Reporting

Leveraging oneCXi CCaaS for Efficient Campaign Management

WeWork leveraged oneCXi's CCaaS for end-to-end customer conversations and managing campaigns. All incoming leads were funneled into their respective campaigns and distributed among team members for timely action. Using Freshsales as their lead management system, they populated leads which were then pushed to Salesforce CRM, integrated with oneCXi's dialer. This integration streamlined their process SOPs, automated call handling, making it easier to manage leads as well as outbound calls. Automation reduced the lead time between receiving and actioning leads, increasing their conversion rate by 25%.

Optimizing Lead Segmentation and Personalized Engagement Through IVR

Most of WeWork's lead segmentation was handled through the IVR system, which categorized leads based on their requirements and online product inquiries. They received varied inquiries, ranging from private offices to monthly memberships in coworking areas, through inbound and product leads. For short-term space needs, such as day passes, members could book directly online without manual intervention, though team support was available for those who preferred personal interaction. Leads requiring monthly memberships or private offices were redirected to specific campaigns and were dialed in actioned according to their requirements. This streamlined approach improved business growth by 15%, resulting in more office space bookings.

Enhancing Office Space Visits with Automated Voice Blast Campaigns

WeWork ran voice blast campaigns to confirm office space visits. These reconfirmation calls allowed potential members to either reschedule or accept tour invitations, ensuring appointments were confirmed and streamlined through the inbound IVR. In addition to automated processes, WeWork utilized a manual campaign runner for reactivation campaigns, maintaining personal dialogues and ensuring no potential leads were overlooked.

Analyzing Campaign Performance with Comprehensive Reporting

The reporting structure provided a comprehensive dashboard with numerous reports, allowing thorough analysis of campaign performance, lead quality and agent efficiency. This data enabled WeWork to give valuable feedback to the marketing team, highlighting lead quality and identifying areas for improvement. By optimizing the lead nurturing process and targeting the right leads at the right time, WeWork enhanced conversion rates and drove business growth, resulting in a 15% increase in office space bookings. Additionally, the insights gained from the reports led to performance evaluations and targeted training programs, significantly improving agent productivity by 15%.

Benefits & Overall Impact

oneCXi's solutions were pivotal in transforming WeWork's operations. By automating tasks, streamlining lead management, and providing valuable reporting insights, oneCXi has empowered us to significantly improve conversion rates and achieve sustainable business growth.

- 25% Increase in Conversions
- 15% Increase in Office Bookings
- 15% Increase in Agent Productivity

About oneCXi

oneCXi is an industry-leading unified customer experience intelligence (CXi) platform that helps enterprises engage, convert, and retain customers, at scale. The AI-engineered platform empowers businesses to orchestrate journeys across a multitude of touchpoints, power billions of personalized conversations, and gain a 360º view of customers across the lifecycle. 3,500+ global brands trust oneCXi to capture the pulse of customers, drive cohesive experiences, and increase lifetime value.

www.onecxi.com

sales@onecxi.com