Moblico cfm Distributors Case Study for HARDI Proven Vendor Program

In 2011, cfm Distributors approached Moblico needing to get a lot of information in the hands of the technicians who work for the owners of the contractors they sell to. While they could get a lot of this information to the owners, they never could quite break through and get the information that technicians needed directly to them. They wanted to open a line of communication directly to technicians.

cfm DIstributor and Moblico put their heads together and came up with a mobile app solution that would put really important troubleshooting information into technicians palm, and mobilize their big, thick printed catalog that would be out of date as soon as they printed it.

Over the last 10 years, Moblico's platform and the cfm Distributors mobile app have evolved to include additional features that help cfm Distributors stay connected with their customers and engage with them anytime, anywhere. The solution has helped cfm Distributors save valuable time and deliver effective communication to their customers.

In addition, cfm Distributors has leveraged Moblico's text-based communication and marketing solutions to enable text support and sales conversations at their branches as well as broadcast text and in-app push special announcements and offers to customers' mobile phones.

Broadcast messaging has been something they've done since day one. They do a weekly mobile special exclusively for the users of the mobile app, to give them an incentive to download the app, which will then help them in the field. But also to give them an incentive and a special deal to be able to get a product special that not every customer gets. And so, they have done that every Monday morning at 7:30 since the beginning. And that's worked well for them. Some product promotions have worked better than others, but they've seen as much as an 800% spike in sales from those communications.

Today, Moblico continues to help cfm Distributors better serve customers and build longtime, loyal customer experiences with solution upgrades and innovative roadmap capabilities.

Please visit Moblico's podcast series for a deeper dive into our clients' experience and hear directly from HVAC distributor leaders who have tapped Moblico for their mobile communication and marketing needs.
https://www.moblicosolutions.com/mobile-matters/