



## Case Study

# NES integrates in-depth call tracking and Conversation Analytics into their lead management system.

### Overview

National Efficiency Systems (NES) manages and optimizes the entire sales funnel for their clients. They provide in-depth analytics about lead quality, lead volume, and sales. NES tracks leads, identifies top revenue-generating ads, staff, and sites. Their job, quite simply, is to provide better and more data to their clients and automate the entire sales process. To do all this, NES needed a powerful call tracking solution.

NES started reselling Convirza call tracking and Conversation Analytics in 2013. NES bundles Convirza into their service offerings.

### Challenge

“We need call tracking to integrate into our SaaS,” Darren Henry, CEO of NES says. “We were with another call tracking provider before we found Convirza.”

Call tracking is a necessity for NES. They need to marry calls and conversions to the ad that produced that phone call. They also need to determine the lead quality of the phone call itself.

### Needs and Innovation

NES provides a full service SaaS data solution. Their clients depend on them for data like: Cost per Lease, Traffic to Appointment, CPL, and Unique Leads, and much more. Clients then integrate that data into their internal processes.

“We needed a call tracking tool that was innovative and simple to integrate with our SaaS and with our clients’ processes,” Henry says.

So, the search began.

“We looked at the Convirza technology, the awards

### Company

National Efficiency Systems, Inc.  
(NES)

### Industry

SaaS

### Line of Business

The National Efficiency Systems, Inc. (NES) lead management system tracks and captures every lead for property management companies in Canada’s rental housing industry—an \$80-billion dollar market. NES helps maximize every prospective lead, increasing the likelihood and number of signed leases. The NES proprietary lead management system monitors, tracks and directs each contact generated by a company’s advertising, showing results in one dashboard.

### Location

Headquartered just outside Toronto, Ontario, Canada.



[www.convirza.com](http://www.convirza.com)

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**Darren Henry**  
CEO, NES

they received, went through demos,” Henry says. “We wanted to see precisely the functionality, the scalability, and the technology. Mostly we wanted to see if the people at Convirza were really engaged in helping us and our clients. With Conversation Analytics, Convirza was the most innovative call tracking company we could find.”

After a thorough vetting process, NES started using Convirza in early 2013.

### Implementation

NES bundles Convirza in nearly every package they sell. Call tracking and Conversation Analytics are simply included when clients use NES. Account managers at NES setup call tracking numbers for their clients and make sure their clients know how to use the data they’re receiving.

NES clients don’t log in to Convirza to see their call tracking data. NES pushes the data via API and Webhooks into their own dashboards. “Call tracking and Conversation Analytics from Convirza helps us provide the ‘wow factor,’” Henry says. “We integrate the data into all of our other lead tracking.”

In addition to standard call tracking, NES is implementing Convirza Conversation Analytics across their client base. Conversation Analytics allows NES to actually analyze the content of calls to determine lead quality, sales readiness, missed opportunities, and close rates. All of this is done automatically within Convirza.

“Honestly, the innovation is incredible,” Henry says. “Conversation Analytics is a game-changer for us.”

### The Future

NES has aggressive expansion plans, and as they grow, they want to want Convirza to grow with them.

“We want to become one of the largest Convirza resellers,” Henry says. “I would absolutely tell anyone to integrate with Convirza. But honestly, I don’t want anyone else to use it! The technology is too good!”

### About Convirza

Convirza is the next generation of intelligent call tracking and marketing automation. Convirza allows marketers to track marketing ROI, close rates, lead quality, and call quality. Integrating award-winning features like Dynamic Number Insertion (DNI), full-scale Google Analytics integration, and exclusive Conversation Analytics. Convirza is the most robust call tracking solution on the market.

Sign up for a 30 FREE Trial by visiting [www.convirza.com/30-day-trial](http://www.convirza.com/30-day-trial) or call 866-811-8880



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