

How New England's Top Remodeler is Increasing Customer Engagement

NEWPRO Home Improvement Solutions has grown into one of the largest and most trusted home remodelers in New England. Customer satisfaction is at the height of everything NEWPRO does and the company works hard to exceed the expectations of its customers, from the first conversation to the completion of each project.

Director of Training, Peter Ladd, saw an opportunity to enhance the company's customer satisfaction in an exciting new way. NEWPRO had primarily leveraged PowerPoint to develop and deliver all of its sales presentations to customers. After noticing some "PowerPoint fatigue" among them, he realized they could significantly improve the way his salesforce provides information and tells stories to customers.

He immediately liked the format and functionality of Ingage Presentations, which makes it possible for users without any technical training or design experience to build interactive sales presentations.

Whether users start from scratch or import existing PPT files to create a new presentation, the ability to leverage built-in templates and interactive elements--such as images, videos and time lapses--makes the creation process fast, easy and visually appealing.

Since implementing Ingage Presentations, Peter has used the iPad app to create a new presentation for each of its seven product lines, including windows, doors, baths, siding and roofing. Once a presentation is created, edits can be made on-the-go, with updates pushed out to all previous recipients automatically.

All of the Ingage presentations have been rolled out to NEWPRO's salesforce of 50 sales reps and Peter led the training initiatives on how to deliver them to the company's residential customers. He notes that his sales team quickly and easily adapted to Ingage Presentations.



“In our business, people make purchases based on the quality of stories. Making the change from static PowerPoint slides to interactive Ingage Presentations allows our salesforce to be better storytellers.”

-Peter Ladd, NEWPRO Director of Training

A few features of Presentations stand out above all else to Peter. In particular, he notes the simplicity in creating a presentation, the ability to add quality visuals and the ease of editing are the most important improvements. Built-in analytics tools allow Peter to measure the activity and performance of his sales team and adapt the information as needed.

You can wow your customers by downloading Presentations in the App Store.