

CASE STUDY

PARKER AND SONS- AZ



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RevuKangaroo
Take control of your online reputation.

USING REVIEWS TO INCREASE REVENUE



Turning reviews into revenue!

- Grow call volume/# of transactions
 - Improve closing percentages
 - Increase sales
- Higher customer retention/more repeat customers
 - Raise conversion rates
 - Build on your average ticket
 - Grow market share

PARKER RESULTS SIX MONTHS

	Before RevuKangaroo	After 6 months
Google	101 Reviews 3.2 average rating	455 Reviews 4.4 average rating
BBB	94 Reviews 2.3 average rating	849 Reviews 4.9 average rating
Facebook	34 Reviews 2.1 average rating	256 Reviews 4.4 average rating
Yelp	66 Reviews 1.5 average rating	169 Reviews 3 average rating

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In the first 6 months

- **1434** new positive reviews!
- Almost no new negative reviews!
- Revenue had increased **19%**!
- Over a **\$5 MILLION DOLLAR INCREASE** in revenue!