



## Customer Case Study



### Scent-Tek

Scent Tek is an independent bed bug inspection and detection firm that uses dogs to provide immediate and proactive detection services. Located in the San Francisco Bay Area, the firm serves both the commercial and residential sectors across Northern California. The canine team used for inspection are certified Sherlock Hounds, who have undergone rigorous training from the Florida Canine Academy in the Bedbug Dog program. With over 40 years of combined experience in the service industry, the team behind Scent Tek is committed to providing fast, affordable and thorough bed bug detection service.

### The Challenge

In recent years, the team at Scent Tek came to recognize the power that the Internet provided them for quality lead generation. Though over 70% of their new business was being generated from the web alone, Scent Tek lacked the technology to quickly and efficiently respond to and nurture their growing client base. They knew that if they revised their business model to embrace new technology and focus on offering value-added service online, they could better satisfy and retain both their new residential and commercial clients. As a small service company, Scent Tek did not have the time or money to spend manually communicating with each client and sought after a solution that could automate the processes and touch points throughout the entire sales cycle. The solution needed to be easily customized to suit their unique business needs and offered the tools Scent Tek needed to improve both sales and customer satisfaction. Already knowledgeable on the power of CRM, Kevin Youngblood, one of Scent Tek's founders began his search for a sales-focused CRM solution that would help overcome his obstacles.

### CRM Project Scope

**Industry:**

Bed Bug Detection and Inspection

**Number of Luxor CRM Users:**

2

**Timeframe for Implementation:**

< 5 days

**Benefits of Luxor CRM:**

- ❖ User-friendly interface
- ❖ Extremely flexible and customizable
- ❖ Exceptional customer support and responsiveness

## The Solution

Kevin's knowledge of CRM led to him to first implement Salesforce's Group edition. Along with the steep price tag, Salesforce did not offer the support and attention Scent Tek needed to get the solution customized for their unique business. They were required to spend more money and more time, which then led Kevin and his team to begin a new CRM search on Google, where they found Luxor CRM.

After conducting a brief, interactive demo, Scent Tek was immediately impressed with Luxor CRM's advanced flexibility and ease of use. In particular, Kevin noted the specific features and functionality that Luxor CRM could provide their sales-driven firm to make the solution work for them and not the other way around. Implementing Luxor CRM would allow for Scent Tek to automate their sales cycle, improve their customer touch-points and offer their entire client base an "enlightened service experience." Scent Tek is in an industry where technology is not readily embraced, so Kevin knew that adopting Luxor CRM would not only provide tools they needed to improve their sales but as well, a competitive advantage unmatched by other service firms.

"Immediately after implementing Luxor CRM, our company has seen a 20-30% month over month increase in sales."

- *Kevin Youngblood*  
*Owner & Sales Manager*  
*Scent-Tek*

## The Results

Scent Tek jumped off of Salesforce on Friday and had Luxor CRM up and running Monday morning. Kevin noted that their rapid deployment was accompanied with "exceptional customer support", which they never received by Salesforce. All of their requests and customization needs were completed within days and the system was molded to precisely reflect the way they did business. The Scent Tek team immediately put Luxor CRM to work by automating a lead generation and sales cycle process that accommodated their fast-paced, on the go work environment. Immediately after implementing Luxor CRM, Scent Tek saw a "20-30% month over month increase in sales." Luxor CRM's web-to-lead forms and automated business alerts made the process of advancing leads to opportunities a much simpler and more successful task. They were also better able to nurture their client base with the help of automated marketing campaigns. Overall, Scent Tek is extremely satisfied with Luxor CRM and has been able to use the solution to realize their vision of being the ultimate service provider.

