



How Convincely Helped Audibel Capture 1200 Leads Using a Gamified Sales Funnel Experience

CASE STUDY



"Convincely is an excellent partner. Their team has so many ideas and they move so fast. It's refreshing. We almost can't keep up with them, they're an engine that is constantly coming back with great optimization ideas."

Ashley Lenz,
Digital Strategist, Audibel



AUDIBEL

Audibel provides hearing solutions such as hearing aids and long-term hearing treatment plans. Audibel is a Starkey brand.

Highlights

Challenges

- Growing the number of hearing consultations booked
- Classifying leads accurately to boost questionnaire conversion rate
- Integrating 360+ clinic websites into analytics and booking platform

Solution

- Conversational questionnaire experience
- Successful integration of 360+ websites with scheduling system
- Data analytics to provide full-funnel visibility
- Insights and recommendations to increase conversions
- Excellent team that moves fast

Results

- 1200 new leads in the first 14 months
- Revenue increase
- Business intelligence

Challenges

Booking More Hearing Consultations

Ashley Lenz, a Digital Strategist at Audibel, wanted to increase the number of people who book hearing consultations on the company's website.

Before working with Convincely, Audibel used traditional lead generation forms. However, Ashley realized that the forms asked too many irrelevant questions leading to low conversion rates.



"In the hearing aid industry, lead generation is focused on who the lead is, how old they are, and the type of hearing challenges they are having. Yet, a lot of times, the person filling out the form isn't necessarily the person who's going to wear the hearing aids," Ashley says.

Ashley knew that Audibel had to ask situational questions in order to classify the leads and boost conversions.



"Audibel wanted to get more information from leads like whether they were new or existing patients, if they wore hearing aids, and whether they had done a hearing screening."

To create an engaging experience, Audibel had to deliver a personalized sales funnel that felt like a real conversation. “We wanted to quizify and gamify the experience that new or existing patients get when they land on our website so that we could classify them. This would allow us to get more information than we’d get from a typical traditional lead generation form,” she says.

Additionally, Ashley wanted to direct these leads to Audibel’s 360+ clinic websites spread across the United States. For this to happen, these websites had to be integrated into Audibel’s analytics and bookings platform.



“Our website allowed patients to schedule an online appointment and we wanted to show that scheduling system in the quiz experience. If someone filled out the lead form and hit submit, we wanted to test offering the option to schedule an appointment,” Ashley states

The Audibel team had started building a gamified questionnaire experience internally. Fortunately, they discovered that one of their partners in Australia had worked with Convincely to create their own gamified experience. Based on the strength of that recommendation, Audibel chose to work with Convincely.



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Solution

Conversational Sales Funnel and Website Integration

First, Convincely leveraged what they had learned from Audibel's partner. They then workshopped with Audibel's teams and audited the customer journey to identify the experiences and questions that were required to create a gamified experience.

Convincely created an engaging end-to-end experience that helped Audibel gather the patient information needed to classify leads accurately.



"There's a really nice dialogue in Convincely's quiz experience. It's almost like you're having a sales enablement one-on-one conversation with a patient or potential patient as they're filling out the quiz which provides more information at each step," Ashley states.

Convincely worked with Audibel's marketing and web development teams to integrate Audibel's scheduling system with the questionnaire experience across 360+ websites. They tested the integration on a staging server and then did a slow rollout to 20-30 clinic websites first.



Ashley reports, "That process is now live across 360-plus clinic websites. It has allowed us to capture lead information and let patients choose if they want to book an online appointment or not."

Audibel has full visibility into its funnels and customer journeys thanks to the data analytics that Convincely provides. **"We really love that Convincely showed us Domo reporting. It is really cool to see data studio reports that show us the flow of leads in the funnel,"** says Ashley.

Collaborating with Convincely has given Ashley and the Audibel team crucial insights that they use in conversion rate optimization. “The Convincely team is excellent at reviewing data and uncovering insights. Instead of having us look at data, they come to weekly meetings with optimizations and ideas of how we can improve,” Ashley says.



Ashley is impressed by the speed of the Convincely team and their ability to generate excellent ideas. “We work in retail and it’s a very fast environment.

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Results

1200 Leads and an Increase in Revenue

Partnering with Convincely has produced phenomenal results for Audibel.



Ashley says, “We had over 1200 leads come through the Convincely quiz experience in the last 14 months. We’ve also seen an increase in revenue.”

Convincely’s custom experience has enabled the Audibel team to capture contact information which they use to follow up with leads and increase conversions. “Those leads who talk to our customer outreach team on the phone are 14% more likely to show up for their appointment, and 2% more likely to purchase,” Ashley reports.

The Audibel team has collected a lot of business intelligence thanks to the comprehensive patient information they get from the Convincely experience.



Ashley says, “That business intelligence is a huge asset to our audiologists and hearing aid specialists. It enables them to make sure that they are providing care that is tailored to the patient’s needs when they come into the clinic.”

Additionally, the data, insights, and ideas that the Convincely team provides have improved the decision-making of the Audibel team. “Working with Convincely has allowed my team and I to look at data differently. They have shared data that shows us that patients aren’t acting how we think they are. They have allowed us to identify and understand new trends and different patient behaviors,” Ashley reports.

The speed and competence of the Convincely team have enabled Audibel to test ideas quickly. “Convincely has improved our ability to do a lot of split testing or A/B testing to create a better experience for patients who are looking for hearing help across our network of 360-plus clinics,” says Ashley.



Ashley recommends Convincely to companies that want to create an engaging experience. “Anyone who’s looking for a quiz experience partner would be very happy selecting Convincely. They have a strong ability to listen, look at a lot of data, and provide recommendations even in industries that they may not understand. They are transparent partners who are willing to push back and ask hard questions,” she concludes.



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