



SUCCESS STORY: AMERICAN STANDARD

As a company with a strong legacy brand in place, American Standard wanted the best contact center team available to represent their business and engage with customers. After joining with Squeeze, American Standard experienced satisfied clients, a significant sales boost, and increased revenue, all while exceeding established campaign goals.

THE CHALLENGE

American Standard struggled to find the best fit for their contact center needs. Other third-party companies lacked flexibility, insight, and compliance, and switching to an internal call center model only swamped them with extra tasks while they still fought to reach their goals. They had a reputation to protect and wanted only the best agents representing their brand as they reached out to clients.

*American
Standard*

Company Name:
American Standard

Headquarters:
New Jersey, U.S.A.

Industry:
Manufacturing

Company Size:
5,001-10,000 Employees

Solution:
Qualified Sales Opportunities

"I value Squeeze as a partner because they provide more value than is on the statement of work. They have the experience, the expertise, and the personnel to really deliver a great experience working with them."

- BASTIAN COWSERT
Director of Digital Marketing
for American Standard Brands



Launch goal of **25%**
appointment set rate on transfers
exceeded by an additional
5%--total 30% appointment set
rate on transfers

American Standard has been in business for over 150 years providing home services and products including tubs, toilets, and sinks for the American people, servicing a wide range of residential and commercial customers across the nation.

With a strong legacy brand to protect, American Standard's home services department wasn't about to trust just anyone with their data and contacting leads. They had been burned by other third-party call centers that lacked flexibility, insight, and compliance, requiring almost constant quality control and hand-holding. While switching to an in-house team gave them the controlled environment they desired, they still struggled with meeting goals and closing sales. After careful consideration, American Standard made the decision to move forward with Squeeze.

They didn't regret it.

American Standard quickly realized they had something special on their hands. The same scripts they used for their own in-house agents yielded exponentially greater results when given to the Squeeze team. In the past 15 months alone, American Standard closed 279 sales with Squeeze's representatives at the helm, resulting in an estimated revenue increase of over 5 million dollars. Not only that, but they found their new partner to be well-trained, communicative, and transparent while also having the flexibility to meet their staffing needs during particularly busy seasons.

THE SOLUTION

With Squeeze, American Standard found a communicative, flexible, and insightful partner who treated their legacy brand with care and dignity, all while reaching and exceeding previous sales goals.


THE RESULTS


American Standard went from having to continuously monitor contact center processes to having a trusted partner with a customized plan for success that delivered results from day one. With Squeeze on their team, American Standard met and exceeded their goals, closing hundreds of sales after only 15 months and generating millions of dollars in increased revenue—all while keeping clients happy and maintaining brand integrity.


Closed **279 sales**
with 15 months

Estimated Revenue Generated in
15 months: **\$5,022,000**

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