

KINGDOM ROOFING SYSTEMS CASE STUDY

"It's One of the Easiest Decisions We've Made."



KINGDOM ROOFING SYSTEMS

A family-owned and operated business, Kingdom Roofing Systems is a \$16 million company out of Indiana. The company delivers excellence and unparalleled service in the residential and commercial roofing industry. However, with its own marketing team and 75+ lead sources, they are not your typical roofing company.

Before GTR, Kingdom Roofing Systems managed its referral program by spreadsheet, a process that had become "archaic" and unreliable. They were looking for a way to streamline their entire referral program process - from promotion to management to payment - when they were referred to us by, Webrunner, one of our partners.

SOLUTION

GTR offers the industry-leading solution for streamlining and maximizing company referral programs. This is what brought Kingdom to GTR, but the company-branded mobile app became an equally important factor in their decision to become a GTR customer. The Kingdom Roofing Systems mobile app consistently impresses and engages customers and prospects with its variety of features including CRM integration, project status updates, in-app messaging, push notifications, social sharing, and all referral program processes, including remitting reward payments.

RESULTS

\$1M+
Revenue

73X
ROI

175
Referrals

106
Deals Sold

\$1M+ in Sales from their Company Branded App by GTR

Since implementing their own company-branded app by GTR, Kingdom Roofing Systems has earned over \$1 million in sales.

70X ROI & 60% Referral Conversion Rate

With 124 Advocates, 175 referrals, and \$1M+ in revenue, they have a 73X ROI with GTR and consistent conversion rates of about 60%.

Enhanced Customer Experience & Reward Payment

The ease of referral program management and fast payment of rewards has streamlined their entire process, saving time and money.

AT A GLANCE

Their Challenges

- Outdated Referral Program Management
- Inefficient Referral Tracking & Reward Payment Processing

Our Solutions

- Amplified Referral Program
- Branded Mobile Application
- Easy Referral Program Tracking & Management
- Referral Reward Payment Gateway offering Bank Account Transfers, Prepaid Debit Cards, & Gift Cards



"We've done a million and some change just off sales from the GTR app, which I mean, that's a huge ROI. It's one of the easiest decisions we've made."



Donald Beal

General Manager
Kingdom Roofing Systems