

After testing messaging with another provider, Sport Clips switched to FranFunnel for more seamless operations and greater conversions

## The Value Of Messaging Is High

[Sport Clips](#) has long been an innovative force in franchise development. Starting in the early 90s in Austin, Texas, Sport Clips has grown to over 1,800 U.S. and Canadian franchise locations and has become a regular at the top of Entrepreneur's list of the top franchises in America.

A number of years ago, they decided to bring messaging to their sales process and selected a vendor with experience in the franchise space. From the beginning, they saw that potential franchisees had a large propensity to text in lieu of the standard communication mediums of phone calls and e-mails.

However, that original vendor made the process of texting leads fairly cumbersome. Leads were not being populated automatically from their various sources and CRM, so they had to input them manually. Along this line, the original vendor didn't provide the automation capabilities that allowed Sport Clips to make contact with leads 24/7/365.

## A Switch To FranFunnel

In the Summer of 2018, Sport Clips decided to make the switch to FranFunnel. There were a few benefits that they were able to realize immediately:

- FranFunnel's support team made the onboarding process incredibly quick and straightforward
- FranFunnel was able to automatically receive leads from all sources
- FranFunnel's automated messages enables the first text to be sent while the lead was still thinking about their inquiry

In over six months on the platform, they've run thousands of leads through the system and have been able to **exchange messages with over 45% of the leads.**

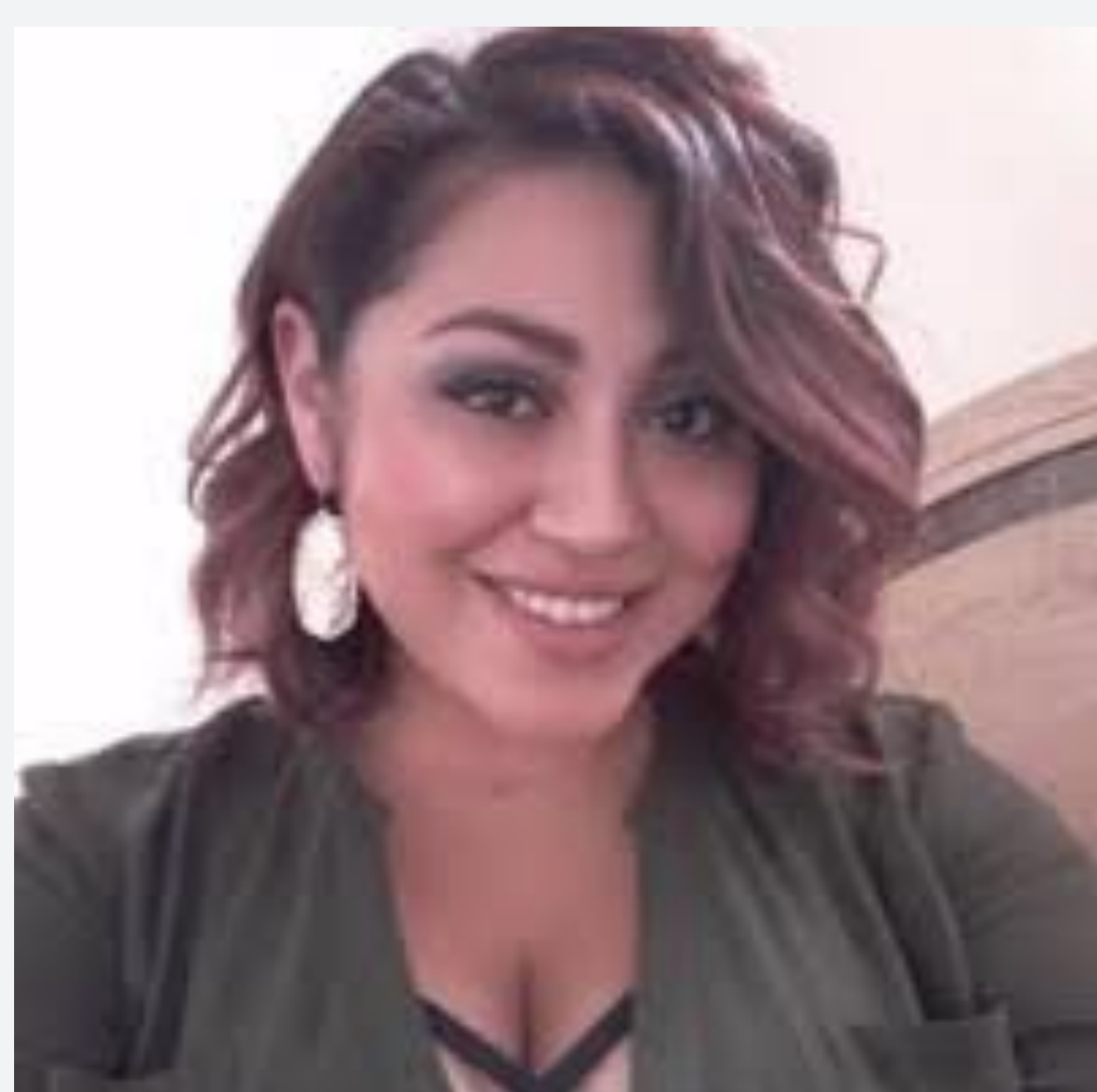


**Karen Young**  
 Director of Franchise Recruitment  
 Sport Clips since 2014

"FranFunnel has helped our conversions considerably since we've been using it."

"You know that the people who respond are really interested."

"The FranFunnel team did a really nice job getting us set up with all of our different lead sources. It was pretty seamless."



**Jennifer Guzman**  
 Franchise Recruitment Specialist  
 Sport Clips since 2014

"People are busy. They don't want to answer calls."

"It has helped streamline the process, of course. It's a lot easier to get in contact and scheduled a time to speak with the leads."

"FranFunnel is just an easier platform in general, the way it's set up."