



# CASE STUDY

## MOBIWHEELS – BARLOWORLD



### Greater Conversions

25% lead-to-sale conversion  
vs 6% in traditional model



### Lead to Completion Time

First lead converted within  
48 hours of project launch

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## BUSINESS CONTEXT

### Need:

No after-hours or scalable digital engagement process  
in place to meet high customer demand outside of  
dealership hours.

### Aim:

Deliver online customer service and lead generation  
during peak evening times.

### EngagePro Solution:

Implemented EngagePro with 3 Digital Facilitation  
Specialists operating remotely across extended hours.

## BUSINESS IMPACT

EngagePro demonstrated  
the value of a dedicated  
digital sales model.  
The client expanded  
operating hours without  
needing dealership staff  
onsite, enabling them to  
capture sales-ready leads  
during periods that were  
previously untapped.

**Transform Your Website Sales Today**

