



New Trade Show Experience Results in Increased Orders and Brand Awareness

BlueBird Turf unveiled their innovative customer experience initiative, BlueBird Assist, at their most important show of the year and the rental industry's premier event: the American Rental Association's Rental Show. Powered by Lumavate, BlueBird Assist equips the end user with digital insights on their specific machine, allowing the BlueBird Turf team to deliver a seamless customer experience. From installation help, maintenance and care guides, to safety and compliance, BlueBird Assist is propelling the turf care equipment manufacturer into the new wave of connected products and solidifying their place as a trailblazer of innovation and customer experience.

The Challenge

To maintain their competitive edge in a large market, BlueBird Turf recognized the need to leverage technology to elevate their customer experience. With the number of options for customers growing, BlueBird Turf sensed an urgent need to be more proactive and become a more prominent thought leader within their industry. "It was all about differentiating ourselves from our competitors, and, in doing so, creating a better customer experience" said BlueBird Turf's VP of Sales, Chris Durig. Gartner's research confirms the important role customer experience plays today by stating that "by 2016, 89% of companies expect to compete mostly on the basis of customer experience, versus 36% four years ago."¹

¹<http://blogs.gartner.com/jake-sorofman/gartner-surveys-confirm-customer-experience-new-battlefield/>



The Solution: BlueBird Assist

Taking their customer experience to the next level, BlueBird Turf launched BlueBird Assist, powered by Lumavate. BlueBird Assist contains a unique experience for all of their product lines, allowing customers to easily access applicable technical documents and videos on installation, maintenance, and practical applications of their equipment. Shortly after deploying Lumavate, Durig understood the impact this could have for their customers. "This platform ensures our brand messages and product information are always at the customer's fingertips," he said. This forward-thinking, customer-centric approach is another way that BlueBird Turf sets itself apart from competitors.

Results

In just two months since launching BlueBird Assist at the American Rental Association's Rental Show, BlueBird Turf has seen a 16 percent increase in orders and a 30 percent increase in the geographical location of their leads. The BlueBird Assist experience allows their trade show prospects and current customers to take home a virtual product catalog, providing them with more robust purchasing resources while also increasing their likelihood to select BlueBird Turf as their trusted outdoor power equipment manufacturer.

“ BlueBird partnered with Lumavate to offer a forward-thinking approach to a better brand and customer experience. ”

Chris Durig, VP of Sales for BlueBird Turf

About BlueBird Turf

Since 1961, BlueBird has been known for tough, rugged, dependable turf equipment, creating value for its customers for over 55 years. Coupled with our cutting edge technology, innovation, and a forward thinking approach to customer support, we have established BlueBird as a leading supplier in rental and commercial lawn and garden industries. Learn more at bluebirdturf.com.

About Lumavate

Lumavate is a SaaS solution that enables companies to deliver highly-personalized connected experiences, no matter the number of brands, products, or SKUs. Through the Lumavate platform, companies can easily manage every touchpoint of the customer journey and achieve a quick return on investment without needing any assistance from IT. Learn more at lumavate.com.