

# BEYOND AUTOMATION

How Amada America Turned Website Traffic into Real Sales



Amada America, Inc. is a global leader in sheet metal fabrication, providing cutting-edge solutions in laser cutting, press brakes, and automation technology

**40 LEADS** = **\$700K - \$2.8M**  
per month ESTIMATED MONTHLY REVENUE

**17,000-20,000** MONTHLY WEBSITE VISITORS SEARCHING FOR TOP-TIER FABRICATION SOLUTIONS—BUT THEY WEREN'T CONVERTING INTO SALES LEADS.



## THE BREAKTHROUGH

— Immediate Impact at a Glance

**30-40** high-value leads per month  
*(previously 0)*

Estimated Monthly Revenue



Global, 24/7 real-time engagement  
**Across all time zones**

Fully automated lead capture & seamless distribution to sales teams

## BEFORE MANUFACTURING CHATS

A Traffic Black Hole

### THE PROBLEM

- Thousands of website visitors, but no leads.
- No real conversations. No revenue growth.
- Automated chatbots lack human expertise.

### MISSED OPPORTUNITY

- Customers seek real-time, expert answers.
- Chatbots feel cold, generic, and unhelpful.
- High-ticket deals need trust & support.

## THE TURNING POINT

A Conversation That Changed Everything

### THE MOMENT OF CHANGE:

Nick was skeptical at first—until he saw that Manufacturing Chats was fully human-staffed.



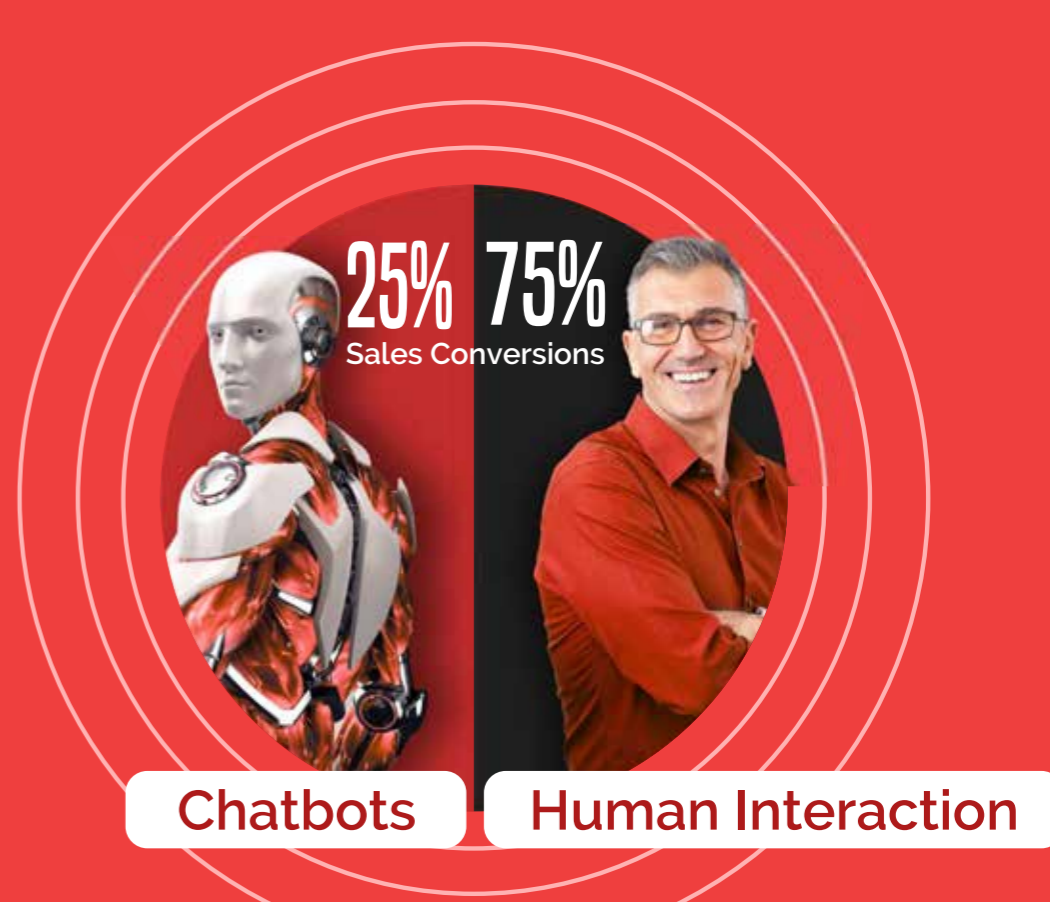
"If this wasn't staffed by humans, we wouldn't be doing it."

Nick Ostrowski - General Manager

## MANUFACTURERS ARE DITCHING CHATBOTS FOR REAL HUMAN ENGAGEMENT

### WHY HUMANS WIN?

- Human Sales Work**  
Real engagement, higher conversions
- Chatbots Fail**  
Generic replies, no trust
- Complex Sales Need People**  
Expertise matters



## THE FUTURE OF SALES IS HUMAN

No more wasted website traffic

Real conversations drive real revenue

Manufacturing Chats makes it possible



SCAN THE QR CODE TO LEARN MORE

