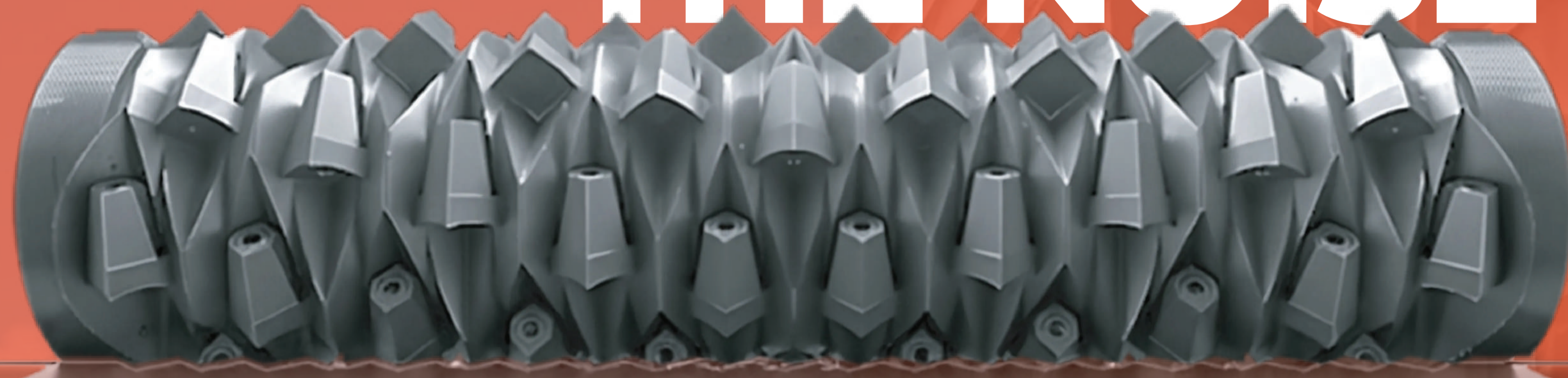




SHRED THE NOISE



How WEIMA used human-powered chat to qualify leads and support customers around the clock.

Based in Charlotte, NC, WEIMA is a team of creative, hands-on problem-solvers. With no employee turnover and a passion for machines, they handle everything from engineering to execution — keeping work fresh and customers moving.



THE PROBLEM

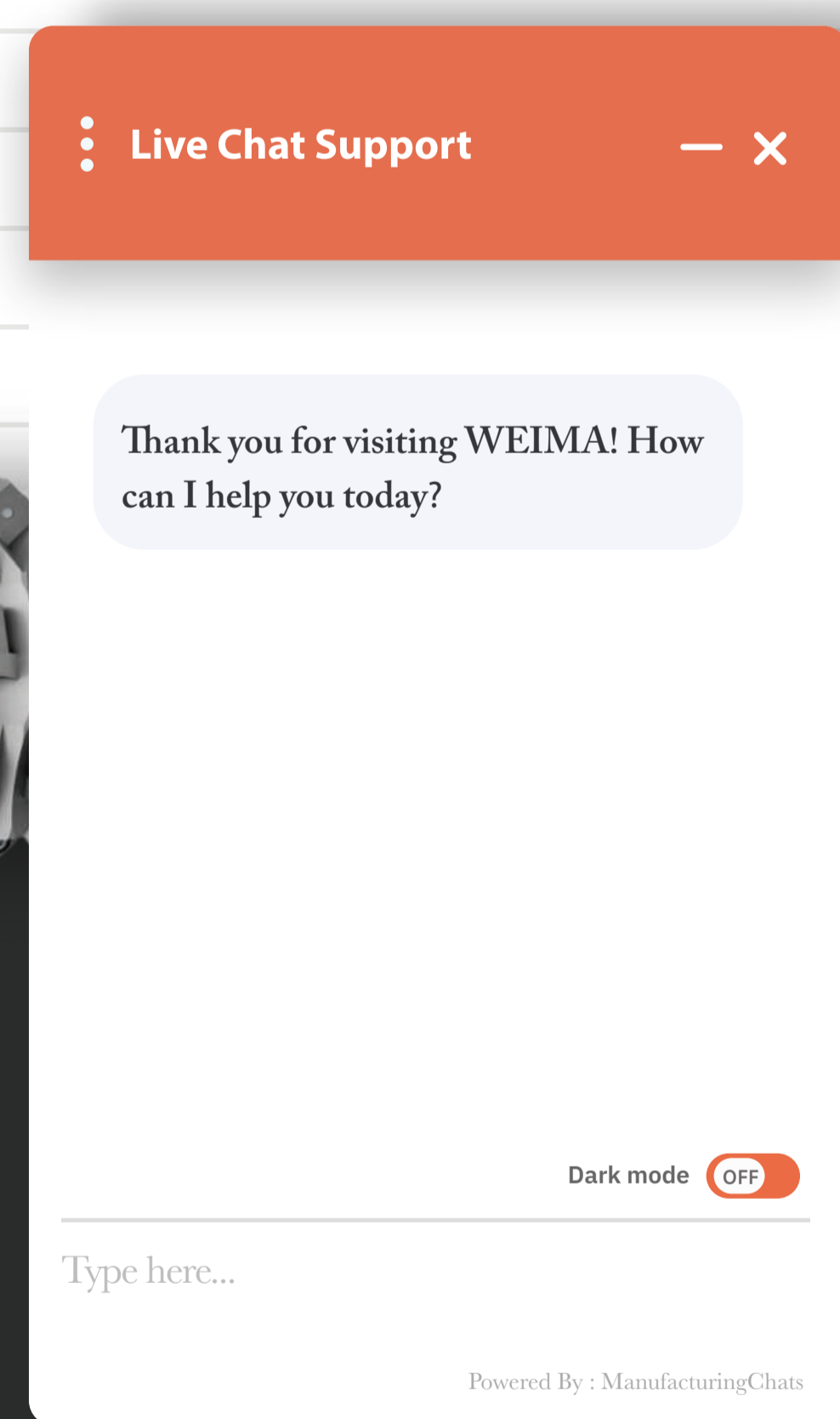
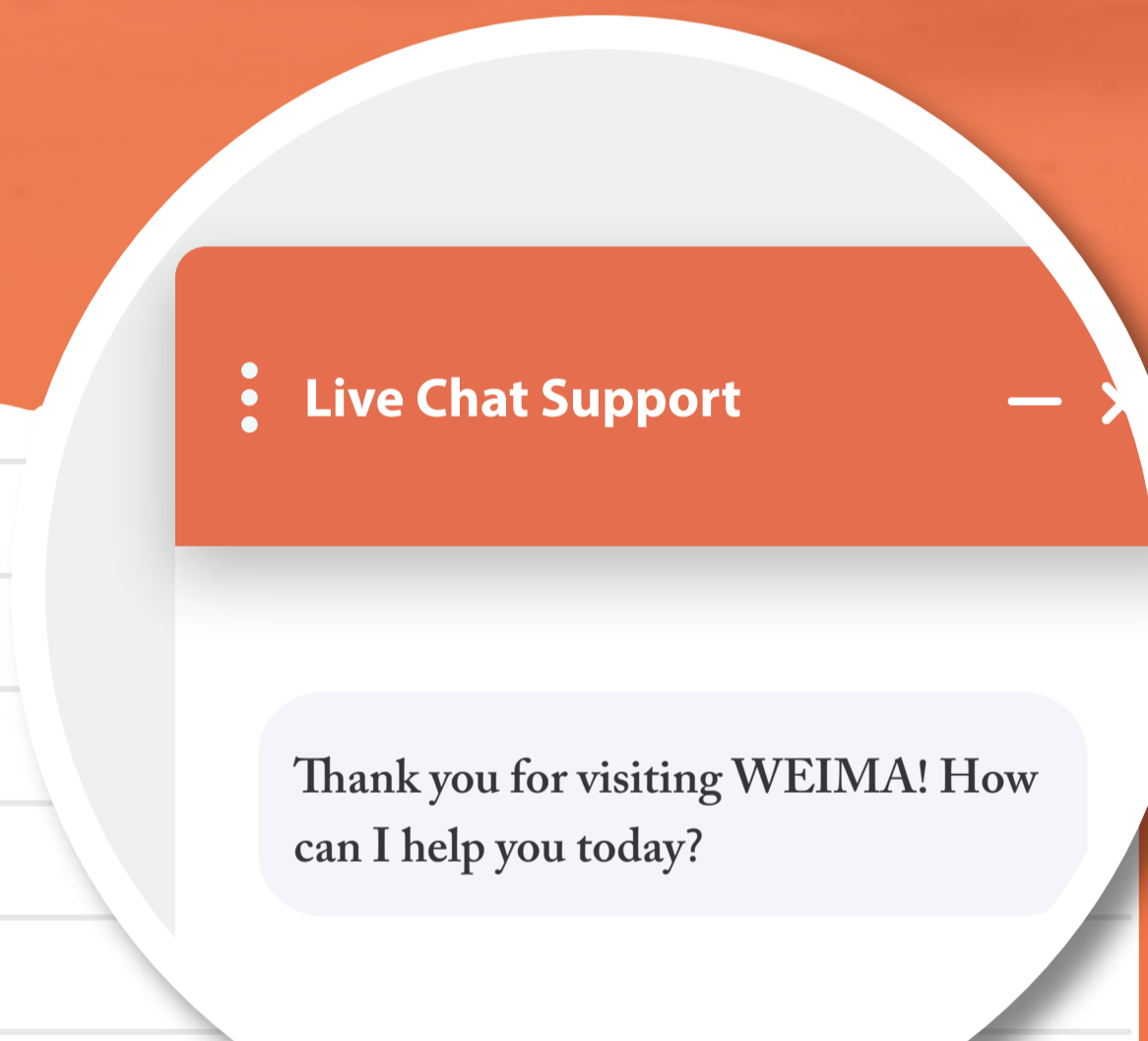
UNQUALIFIED LEADS

- No live support beyond first shift
- Flood of irrelevant quote requests (e.g., tax returns, tire shredding)
- Sales team burdened with lead filtering
- Marketing & Service rarely collaborated

IMPLEMENTATION

Filtering Noise | Supporting Customers | Qualifying Leads

- 24/7 chat support now covers all shifts
- Off-target leads are filtered instantly
- Smart follow-up questions pre-qualify buyers
- Chat scripts are fully customizable and evolve with feedback
- Internal teams co-own the setup — with flexibility and control



THE RESULTS

Lead Quality Up | Sales Time Down | Unexpected Wins Unlocked

72% +
More qualified leads flowing into sales

3x
Faster response times across the board

\$12k +
In new Service & Parts revenue in the first 90 days

100%
Reduction in wasted sales time on unqualified leads

“FOR B2B TEAMS WITH COMPLEX PRODUCTS

THIS WORKS!

You don't need automation. You need people who know how to talk to your customers when you can't



Audrey Brewer
Marketing Manager at WEIMA



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