

HOW EZG GENERATED \$617K IN NEW REVENUE with Manufacturing Chats

KEY STATISTICS

\$617K
Revenue Generated

\$6K
Average Order Value

2 Years
Using Manufacturing Chats

24/7
Always-On Communication



MEET EZG MANUFACTURING

Founded in 1998 by Damian Lang, EZG Manufacturing has grown from a single invention—the Grout Hog®—into a global leader in construction equipment. Born from hands-on masonry experience to solve real-world jobsite problems, they now produce a full line of American-made solutions, including the Mud Hog® and Fence Hog®, serving contractors worldwide.



“The chat feature allows us to have something we didn’t think we would have the bandwidth to manage. It’s super simple to ‘have’ and has been great to capture new customers that may not have reached out otherwise.”

Allyssa Costanza
Marketing Manager



THE CHALLENGE

Global Demand vs. A Lean Team



Limited Bandwidth:
Small team couldn’t handle complex self-managed solutions like Salesforce Service Cloud



Communication Gaps:
Needed a new path to the sales team beyond traditional email and phone calls to capture lost web traffic



Prospect Engagement:
Wanted to capture prospects who prefer chat communication over forms or calls



Always-On Availability:
Needed 24/7 communication capability without constant manual oversight

THE SOLUTION

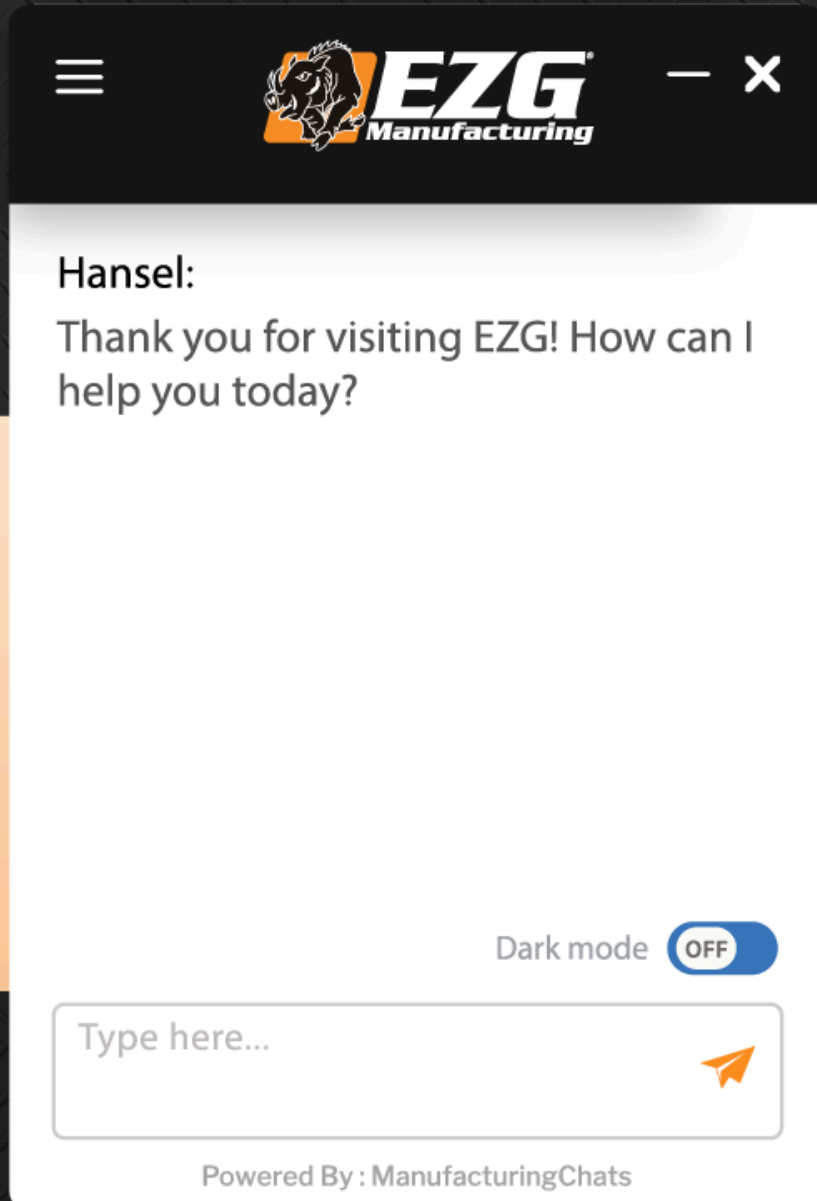
Manufacturing Chats’ Fully-Managed Service



01 Zero Management Required
Nelson’s team handles all chat management, routing, and optimization - no internal resources needed from EZG’s small team.



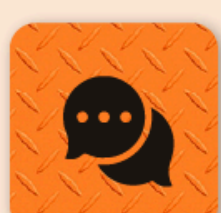
02 Perfect Timing & Pricing
Right price point and timing aligned with EZG’s growth phase, offering enterprise-level features without enterprise complexity.



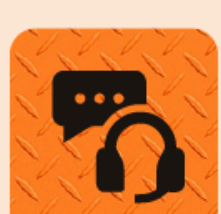
KEY FEATURES



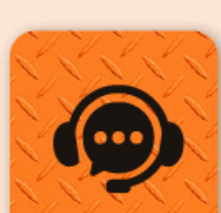
Lead Qualification
Automatically filter and qualify leads, redirecting non-sales inquiries appropriately



Instant Response
24/7 live chat support ensures no prospect inquiry goes unanswered



Seamless Updates
Quick equipment changes and routing updates are handled within hours via simple email requests



Customer Support
Existing customers use chat for part orders and equipment support

THE RESULTS

Measurable Impact & Unexpected Benefits

- \$617 Total Revenue Generated**
- Higher ROI Than Anticipated**
- Qualified Ready-to-Buy Leads**
- Faster Sales Cycles**

UNEXPECTED BENEFITS

- Existing Customer Engagement:**
Current customers actively use chat for part orders and support
- High-Value Orders:**
Chat captures premium orders (\$25K-\$75K) alongside typical \$6K transactions
- Further Down Funnel:**
Chat leads are more purchase-ready than traditional RFQ inquiries

WANT TO ACHIEVE SIMILAR SUCCESS?

Let Manufacturing Chats transform your customer engagement and boost your B2B lead generation.

www.manufacturingchats.com



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