

## Case Study

# How Havr attains 100% reply rates with Surfe and the right mix of personalization & automation

Havr is an innovative smart access control provider changing the way people access and manage their environment. Their revolutionary product BrightLock is the world's first LiFi smart lock, offering users a flexible access control system that can securely lock or open any door with just the flash of their smartphone. Turning any smartphone into a key even when offline, BrightLock removes the need for physical keys. The company's ingenious technology allows for shared access between thousands of users. This essentially means it's easy to manage 1000+ doors from a single device.

Havr is dedicated to providing smart access solutions for B2B customers thanks to their fully remote team of 20+ employees throughout Europe. The company has a presence in six countries, serving large corporations like Sodexo, Enedis, and SNCF.

After using Surfe for just half a year, Havr employees have saved time and become more efficient, as well as increasing their reply rates from prospects, leading to further sales.

We sat down with **Jean-Marie, Head of Growth and Sales Enablement**, and **Manon Tournant, Sales**, who walked us through how Surfe has helped them in their day-to-day operations and sales processes.

### Company Overview

- B2C customers
- Jaux, France
- Securing clients like Enedis, SNCF, EDF

### Challenge 1

**Going back and forth between LinkedIn and the CRM is time-consuming and unreliable.**

Havr's main customer profiles are large corporations featuring facilities with a number of rooms and doors (think machine rooms, boiler rooms, and technical facilities with thousands of doors).

**Havr uses LinkedIn to prospect for and approach clients.** While LinkedIn is apt for personal use, if a Havr sales rep sees an ideal prospect, **it's difficult to know whether or not someone else from Havr has already contacted this person** (or someone else from their company).

While checking on the CRM to see if the lead has been contacted is possible, it creates **two problems:**

- This is time-consuming.
- There's room for error. If another salesperson has forgotten to update the information in the CRM, you may end up double-contacting a prospect, which can be awkward and unprofessional.



Surfe ensures you can find everything you need in one place. Having your prospect's information directly on their LinkedIn profile page eliminates the back-and-forth between LinkedIn and your CRM, saving you time.

### Solution 1

#### All the info you need directly on your prospect's LinkedIn profile (and in the CRM)

Surfe provides an easy and **convenient solution to wasting time switching** between LinkedIn and the CRM. **With Surfe**, whenever a salesperson has added a lead into the company's CRM, **the name of the prospect will be highlighted in blue on LinkedIn**. This way, the entire team can view it, and other salespeople won't double contact the same prospect.

While this ensures **there won't be any awkward double-messaging**, which can alienate potential clients and project an air of disorganization or unprofessionalism, it also helps sales professionals like Manon **see who owns the prospect** just by looking at their profile page. If she wanted to further this prospect down the sales pipeline or work together with her coworker to close the sale, she could quickly confer with her fellow Havr teammate and create a plan without wasting time or losing momentum by having to double-check the CRM.

Using **Surfe's handy note feature**, salespeople can easily and quickly refer back to **see a summary on where the conversation last ended**. Since Manon is trilingual and frequently contacts prospects in languages like French, Spanish, and English, she found this note feature especially useful. It helped remind her which language she used when first approaching the client, ensuring she would use the appropriate one for any future messages.

**“Using Surfe, we save +20 hours per month of manual work and add more qualified leads, therefore generating more sales.”**



Manon Tournant  
Sales at Havr

### Notes



+ Create new Note

#### Discovery Call

Agenda

What will you be covering during your call and what does the lead want to talk about

Questions

Tell me about your company.



Martin Kaufman

Nov 20, 2022

#### Meeting results

We decided to discuss new terms of the contract. The next goal is to arrange a meeting with Kate. She is working on a similar project in the marketing department. Perhaps her experience will be useful. By the way, thanks to this project, she received a prom...

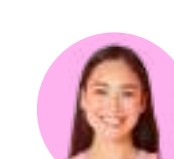


Adam Deparrois

Oct 17, 2022

#### Surfing!

We'll do surfing together with Wave studio on July 5th! Ask Sales department if they can join us.



Justine Lenne

Sept 25, 2022



## Challenge 2

The **categorization feature** also creates ease of use, allowing salespeople to **see which category their prospects belong to** (like a client or affiliate), how far along the pipeline they are (new, attempted contact, not interested, need to follow up, genuinely interested), and any other **key information directly on their LinkedIn profile** page.

Before Surfe, it would have taken Manon several steps to obtain this information: leave LinkedIn for the CRM, type in the prospect's name, click on it, check their status, and then go back to LinkedIn, not to mention the additional time used to add and continually keep this **information up-to-date** within the CRM in the first place.

## Time saver

Clearly, saving time on monotonous data entry allows Havr employees to spend time on what really counts: finding the right prospects, personalizing messages, turning prospects into clients, and clients into sales, which eventually equals more ROI.

Havr has been using Surfe for six months. We calculated that **each employee using Surfe has saved three minutes per action** now that they're able to see all the information they need on one page. Considering Havr has had more than 2,000 actions (things like adding new prospects to the CRM, updating outdated information, syncing conversations, etc.) that would have needed to be done manually before Surfe, **the team has saved over 15.5 hours of work per month by using the Surfe Chrome extension.**

15.5 hours per month is a lot of time. That's almost **two full workdays** or a few hours per week that sales reps can be focusing on what really matters: the bottom line.

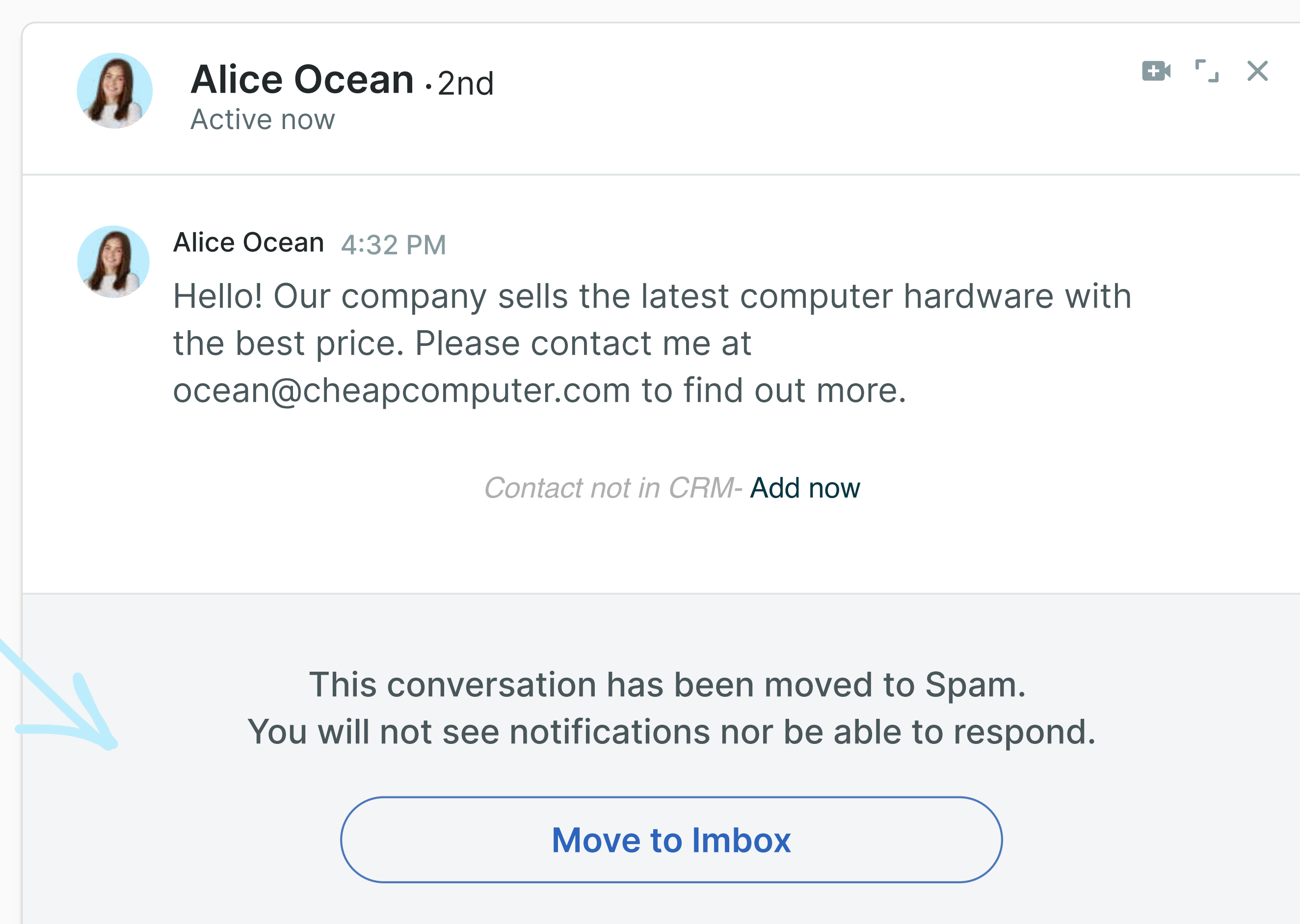
**When automation gets out of hand, the risk of alienating potential clients increases. How much automation is just enough? When does personalization become a key step?**

**Automation makes the prospecting process easier and faster.** It's no wonder more and more companies are looking to fully automate it. Using big automation sales machines, many companies use automation to search, connect, cold contact, and follow up. This eliminates the need for an actual human to source leads. It sounds great, right? **But there are issues.**

When you take human contact out of things, people know. No matter how good your automated messages are, people can often spot an automated sequence or pattern and won't reply, or discount a message they deem automated. Even the systems themselves are spotting automation and cracking down on accounts abusing it.

**When automation is overused, it creates major problems:**

- Since 2021, LinkedIn is wising up on automation and moving many messages to prospects' spam folders (see below).
- These automated messages may not be GDPR compliant, which could cause your LinkedIn account to be sanctioned or banned.
- Mass automation prospecting could give your company a bad reputation. When potential prospects realize you're casting your net wide, they don't feel important or special.





## Solution 2

## Creating the perfect combination of automation and personalization

Havr, like many other companies, has been aware of the **automation vs. personalization problem** since the beginning, especially since their client profile is B2B2B. Ensuring the respect of the client is essential, so automation presents a challenge.

In Havr's case, **personalization has been the most successful approach when prospecting**, digging deep for those very specific potential clients that would best benefit from BrightLock.

After a careful selection process, Havr's sales reps would send connection requests automatically and create personalized messages for each prospect on LinkedIn with the help of **Surfe's smart template feature**.

**“Since Havr installed Surfe, I use it daily. The ease of adding a contact in my CRM using Surfe helps me (and gives me the time) to add more qualified leads and generate more sales.”**



Manon Tournant  
Sales at Havr

Havr was able to **add that extra human touch** by analyzing each prospect's profile and predicting the building doors and lock types in order to best match the client's needs from the start. Havr's employees now had time to do this thanks to saving time (see above) with automating the mindless data entry tasks via Surfe.

After sending personalized messages to each prospect, though, there was room for safe automation: **message synchronization to the CRM for LinkedIn using Surfe**. Jean-Marie explained that this feature was one of his favorites, allowing each unique conversation to be saved quickly and easily.

Automation may come in its best form the way that Surfe offers it, automating tedious, error-riddled data entry, not personal messages. In allowing Havr to continue connecting personally with hand-selected potential clients, their company reputation stays intact and their prospect-turned-client ratio is high. Meanwhile, automation helps in all the right ways, like transferring data to the CRM so employees don't do mundane, time-consuming tasks like copying and pasting, where data error becomes prevalent.

**Using Surfe to synchronize conversations with a touch of a button also encourages salespeople to stay present and focused on LinkedIn**, mindfully approaching more leads instead of breaking the momentum to do manual work by filling their CRM. It just goes to **show that human interaction and personalization is still extremely effective** in this digital age we live in, and automation needs to be focused on specific points like faster data entry, not taking away human contact.

The takeaway here is that **automation can be a useful resource, but only when used in the right ways**. For the best success, use Surfe to automate the portions of your business like data entry, versus automating personal contact.

But when does automation go too far? Surfe helps companies like Havr find the right balance between automation and personalization which leads to increased reply rates.

**Results using Surfe: 100% reply rates!**



# Right balance

of automation and personalization

Surfe helps brands and businesses personalize their approach by only automating data entry and not replacing personalized contact, which was really important to Havr, who felt that truly connecting with prospects would be the best way to sell their product.

And they weren't wrong. When Hvar began personalizing their approach (vs. automating), **they got an open rate of 80%, and a reply rate of 100%!**

**The first step to selling more is getting those hand-selected, key prospects** to open your emails, then reply, so Havr is well on their way to working many new potential clients through their sales pipeline thanks to help from Surfe.



Open any door with just a flash of your smartphone using [BrightLock by Havr](#). It's not only secure, but also flexible and simple to operate.

Contact  
[manon.tournant@havr.io](mailto:manon.tournant@havr.io)  
for more information.

Personalization is important, as is having all the data you need in one place to save time.

Let [Surfe](#) help you in getting that 100% reply rate today by starting your 14-day free trial.

