

Scaling Personalized Customer Outreach Across 830 Stores:

How Cellular Sales Drives
Performance with Statflo

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WHO IS CELLULAR SALES?

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At Cellular Sales, relationships come first. While many Verizon premium retailers focus on transactions, Cellular Sales' in-store experience is built around genuine one-on-one conversations, and their post-sale outreach is no exception. That people-first culture runs deep across nearly 830 stores and 34 markets. Extending those connections beyond the store, especially over text, required the right partner. That is where Statflo came in.

“ *Statflo has helped us align every market around a single, performance-focused engagement strategy that drives results. We've seen tangible gains – from improved retention to more upgrades and activations – all backed by measurable outcomes tied directly to the program.*

- JT Thome, COO, Cellular Sales

In this case study, we sat down with Nate Lawrence, Marketing Manager, and Jesse Sanjurjo, Product Team Manager, to explore how Statflo has helped Cellular Sales strengthen operations and build on its relationship-first roots with advanced customer outreach that drives retention, upgrades and revenue.

Cellular Sales is Verizon's premier retail partner, known for its commitment to delivering knowledgeable, in-person service across nearly **830 store locations in 42 states**. What began over 30 years ago as a single location in Knoxville, Tennessee has grown into one of the nation's largest and most successful wireless retailers. Today more than 7,000 team members share one mission: **creating better experiences for every customer.**

The company's reputation is rooted in a people-first approach that values hard work, collaboration, and long-term success for both customers and employees. Every rep is trained and mentored to deliver expert support and personalized recommendations that keep customers connected to what matters most.

Cellular Sales since using Statflo

2X

Rep adoption vs previous tool

14%

Response rate

9%

Conversion rate

24.7

Influenced activations/upgrades monthly per store

THE CHALLENGE

Aligning Autonomous Markets and Breaking Down Contact Barriers

Operating across 34 markets created communication challenges. Each market had its own culture and way of working, which fueled Cellular Sales' success but made it harder to standardize outreach and measure results consistently.

“Each of those markets has a level of autonomy, which is a double-edged sword. It allows us to scale and roll things out quickly. With that, they have their own cultures and their own flavor of how they do things.”

- Jesse Sanjurjo

Before Statflo there was no system in place to support one-on-one customer outreach in a structured, measurable way. Outreach was fragmented, visibility was limited, and leaders struggled to drive accountability.

Cellular Sales needed a platform that could span their markets and bring broad-level consistency while preserving the local flexibility reps and leaders valued. With the right system in place, they could drive alignment at scale, hold teams accountable to shared KPIs, and elevate performance without losing the personal touch that sets them apart.

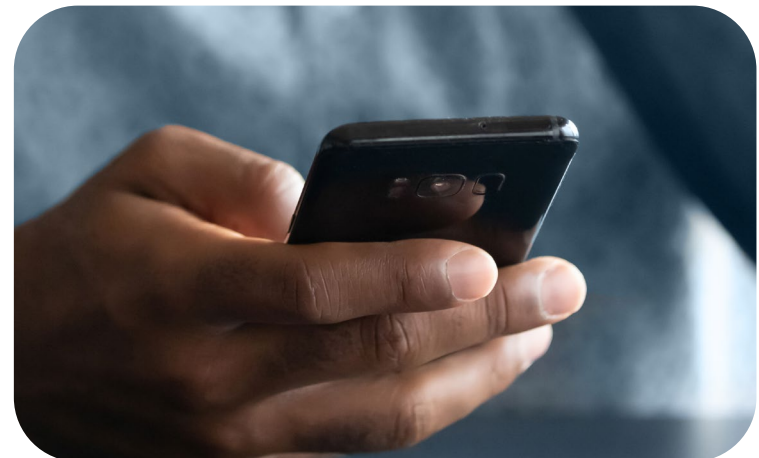
THE STATFLO SOLUTION

What Statflo provided was a foundation for national alignment. One that respected how reps preferred to work while giving leaders the tools to standardize strategy, measure results, and scale success across markets.

“Statflo allowed Cellular Sales to drive a common strategy across all markets while leveraging data to drive accountability.”

- Nate Lawrence

Statflo provided Cellular Sales with a dedicated, compliant calling and texting platform that ensured clarity and consistency across the brand, customer interactions, and how leaders tracked performance.



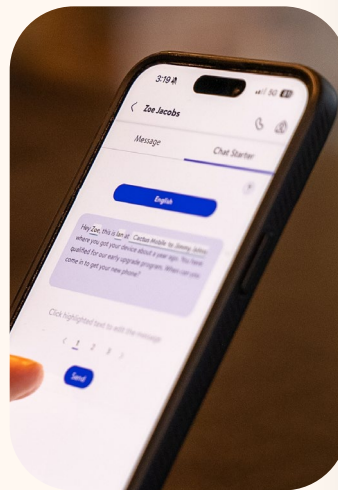
THE STATFLO SOLUTION

“The marketing team is able to review the data [from Statflo], look at what works, leverage best practices, and then move everyone in one direction as opposed to leaving markets to do things based on their best guess.

- Jesse Sanjurjo

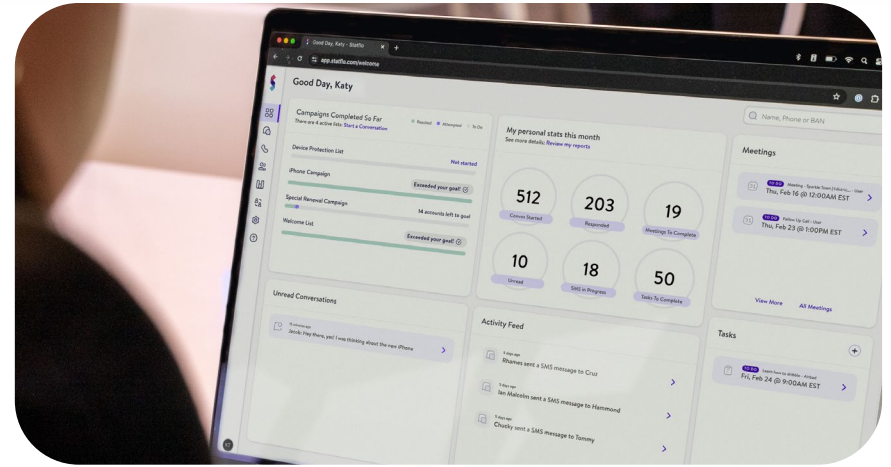
The results have been significant. In the first year, Cellular Sales **doubled their rep adoption compared to their previous tool**, averaged a **14.1% customer response rate**, and influenced **24.7 boxes monthly per store**.

That clarity unlocked a new level of operational efficiency, giving sales leaders visibility into reps' conversations, activity metrics, and top-performing campaigns.



“We more than doubled the number of customers contacted in Statflo compared to our previous tool.

- Nate Lawrence



This shift marked a turning point in post-sale engagement. Instead of leaving outreach to individual reps or stores, Cellular Sales could run coordinated campaigns at scale and use platform data to guide strategy, coaching, and performance. Statflo's texting-first approach fit naturally into workflows, driving adoption and making outreach a consistent daily practice.

Statflo also played a key role in helping Cellular Sales drive net new lines compliantly and at scale. Whether supporting events like county fairs, pop-up shops, or new store openings, the platform allows teams to capture and engage leads quickly, without compromising compliance or consistency.

THE IMPACT

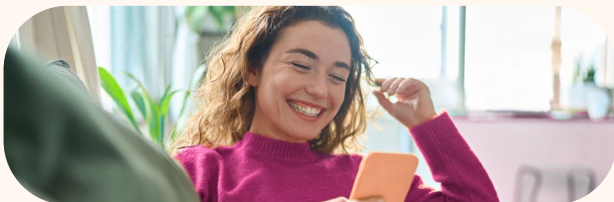
Empowering Reps with Efficiency, Connection, and Compliance

Statflo has been instrumental in advancing Cellular Sales' overall maturity, significantly improving rep efficiency and focus. The platform helps reps identify the right decision-makers to engage, avoiding wasted time on less relevant contacts. This precision means reps can spend their effort where it truly matters : connecting with customers who can make purchasing decisions.

“*Statflo helps our reps protect their paycheck by retaining existing customers. A transaction saved is a transaction earned.*

- Nate Lawrence

Reps take ownership of their customers long after the initial sale, maintaining ongoing communication through text and calls. This proactive approach builds stronger relationships by keeping customers informed and supported, showing that Cellular Sales is there when customers need help, not just when it is time to buy something.

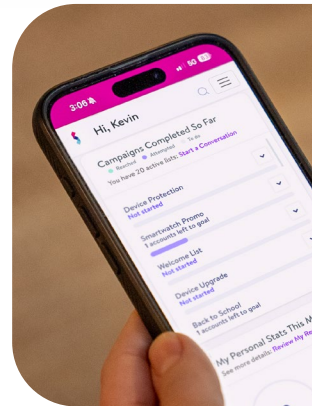


Statflo's tools also address the realities of modern communication preferences. Many reps prefer texting over phone calls, and customers overwhelmingly favor this more convenient, direct channel. Features like Chat Starters (message templates) make outreach fast and efficient, minimizing disruption during busy floor shifts and allowing reps to connect with many customers quickly.

“*Reps prefer texting—it feels natural, and customers do too. With Statflo's Chat Starters, outreach takes seconds, so reps can connect without leaving the sales floor. From there, it's all about responding to the hottest leads.*

- Nate Lawrence

By enabling the right behavior in a way that felt natural, Statflo unlocked both rep productivity and leadership confidence. The business now has a framework to run centralized initiatives with decentralized execution, something that was previously out of reach. Statflo has also become a key enabler in driving additional lines of business, such as home internet (VHI), by helping reps identify opportunities within their existing customer base and convert interest in new activations.



DRIVING TRANSFORMATION

How Statflo Empowered Cellular Sales to Win

Cellular Sales' story proves that national alignment doesn't have to come at the cost of local connection. With Statflo, they built a system that empowers every rep, every market, and every leader to deliver consistent outreach, without losing the personal touch that defines their brand.

The impact on reps has been equally powerful. Statflo has empowered them to focus on the right customers, protect their commissions, and communicate in ways that feel natural and effective. From increased outreach efficiency to deeper, ongoing customer relationships, the platform has helped Cellular Sales identify which activities drive sales and transformed how reps engage with customers nationwide.

“

The Statflo team is proactive in trying to figure out what would help us better our business. That's one of my favorite things about Statflo. Aside from a great tool, that one sits a little closer to home.

- Nate Lawrence

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Ready to transform your customer outreach strategy like Cellular Sales?

Book a personalized demo today to discover how Statflo can help you build lasting customer relationships and drive revenue growth. Our team will walk you through the platform's powerful features and show you how it can be tailored to meet your unique business needs.

[Book Your Demo Now](#)

