



**CASE STUDY**  
**Bradley Lead Group**



is a lead generation group that focuses its efforts on qualifying extremely **high quality leads** in numerous financial sectors.

**Solution:** Convoso Omni Contact Center

**About:** Westminster, Colorado based Bradley Lead Group, also known as BLG, is a lead generation company, comprised of 100+ call center agents, focused on leveraging a blended call center experience to deliver high quality and a high-volume of leads to a variety of industries including their most common type, credit repair businesses.

 **30%**  
increase in contact rate

 **100%**  
reduction in customer wait time

 Substantial increase in **agent efficiency**

 Predominant increase in **conversions**



## CHALLENGE

Prior to deploying Convoso's system, BLG's call center technology stack was comprised of multiple different solutions that were required to manage and handle their day-to-day operations. The use of several different tools not only subjected BLG with inefficiencies, but also lacked the capabilities and features they needed to help them handle the volume and growth of their business. BLG's owner, Billy Ness, indicated that despite the many frustrations he encountered from using all those systems, the issues weren't uncommon, and have been unavoidable even in call center software tools he's used in the past. His challenges included:

inability to access and manage their systems from a phone or tablet, low contact rates achieved with their dialer, inadequate automation capabilities, a lack of truly customizable reporting capabilities, and much more. Most importantly, BLG faced challenges with their list management. Ness quickly recognized the only way to prevent their company from continuously wasting time and money by burning through thousands of leads on a daily basis was searching for a new and truly unified call center solution; one that came fully equipped with a more powerful dialer.



## SOLUTION

In June of 2015, Bradley Lead Group chose Convoso as their call center solution. Ever since, BLG has been using Convoso to help their blended operation reach new heights.

experienced an increase in their overall call productivity which not only lowered their cost per conversion, but helped them increase their output by over double.

With Convoso's unrivaled features, BLG immediately

Convoso's capability for blended campaign management also immensely helped push BLG to the success they are at today. This capability allowed for a stark increase in the productivity of BLG's agents allowing them to seamlessly handle multiple campaigns simultaneously. Not to mention,

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“I really can’t thank Convoso enough for everything they have done for me. Between their system’s capabilities, and their amazing support...they have really helped my call center grow to where it is today. Even better, their price is incredibly generous for the amount of functionalities and results I’ve gotten” Ness added.

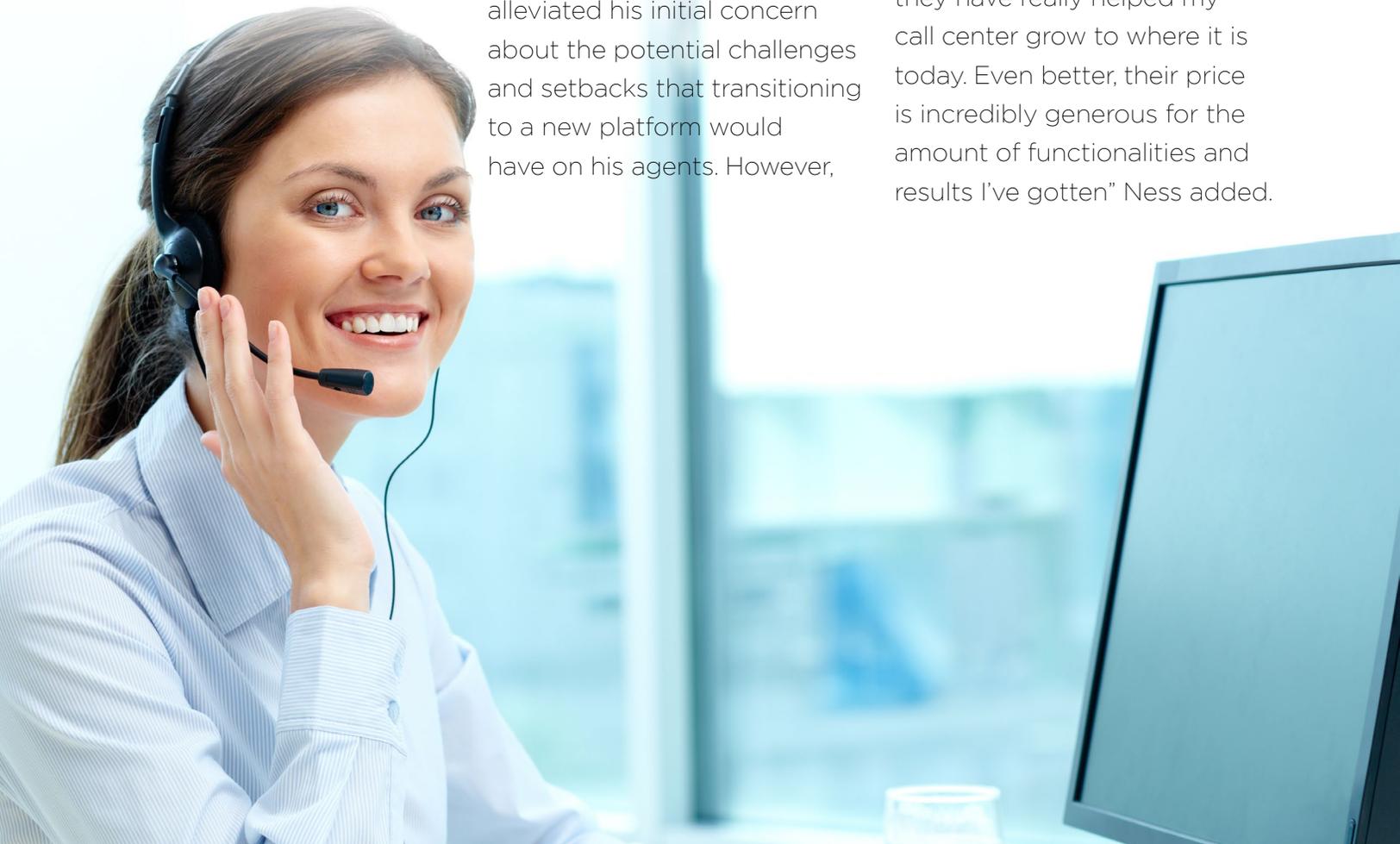
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Ness was also pleased to find that Convoso’s platform alleviated his initial concern about the potential challenges and setbacks that transitioning to a new platform would have on his agents. However,

the exact opposite occurred! “Immediately after deployment, my agents fell in love with Convoso’s user interface and user experience, it was an intuitive experience which allowed them to easily start placing and receiving calls right away.”

Ness’ biggest accolade was in regards to Convoso’s “excellent support team” who from day one to today have treated BLG “as if [they] were their number one priority customer.”

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## SUCCESSES & KEY HIGHLIGHTS

See how Bradley Lead Group used Convoso's innovative call center software to reach new heights as a business:

**Local caller ID:** Local caller ID matches outbound calls with area codes that are the same or more familiar with the potential customer. After implementing Convoso's Local Caller ID, BLG immediately saw an improvement in their outbound connect rates.

**Contact rate:** After being on Convoso for a little under a year, BLG is receiving a 30% higher list penetration rate! "I'm contacting about 30 percent more of my leads than I was before, so it's allowing me to not just use less but able to staff more and obviously utilize more."

**Wait times:** BLG has seen a 100% reduction in customer wait times! Under the previous system customers would typically wait on average a full minute. Now with Convoso, customer wait time is down to 30 seconds. "Convoso's technology has allowed us to cut our average customer wait time by half of what it was before." This has allowed BLG to speak with more leads on a day-to-day basis, thus increasing sales & conversions.

**Agent Interface:** The user interface was what really wowed Billy Ness of Bradley Lead Group. "What won us over at first was basically the user experience. It looks really nice. Definitely much better than what we had or were prospecting at the time."

As one of our valued customers, **Convoso** is extremely proud of the progress of BLG. We strive to make our solution as adaptable as possible—it is thrilling to see BLG use our solution to such success!



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