



# Virtual Call Center Sees 300% Boost In Contact Rate

Digital Market Media Scales Quickly After Switching to Convoso





# RESULTS

After  
Switching to  
Convoso

# 300%

Increased  
CONTACT RATE

# 400%

Improved  
TRANSFER RATE

# 2X

Quickly Scaling  
DOUBLED AGENTS



## Our Customer

Digital Market Media [DMM] is a successful inbound call generation company serving clients in multiple industries by providing their sales teams with a steady stream of qualified prospects. Their call center is a remote operation, so their agents work from home.

Director of Operations, Kyle Andersson said, “With our previous dialer, our redial capability greatly hindered performance and ROI – we were dialing through too many leads inefficiently.”

“Our agents are experiencing a boost in productivity and enjoyment of the dialer. They like the dashboard and the more efficient processes. Supervisors and Managers are happier as well for the same reasons.

—Tom Carolan

### Their Challenges

Digital Market Media’s previous dialer lacked capabilities and tools to efficiently and consistently deliver a strong volume of high quality leads. Company goals were to increase:

- Call volume
- Remote agent productivity
- Qualified leads transfers
- # of agents

### Our Solution

- Dedicated support manager
- Real-time automated reporting & historical analytics
- Dialer Optimization
- Automated workflows
- Caller ID Management
- Omnichannel features
- Streamlined processes with WFH productivity tools
- Quick Disposition Tool to reduce agent wait time

### Results

- DMM grew quickly with Convoso’s more robust dialer, new capabilities, and tools:
- Contact rate surged from 7% to 20-30%
  - Lead to transfer rate, steadily increased from 2% to 8% for significant ROI impact
  - Agents doubled from 15 to 30 in two months
  - Saving an hour a day with real-time automated management reports



## Dramatic Improvements –How They Did It

Digital Market Media's commitment to growth and improvement caused them to seek a more extensive solution with deeper analytic capabilities for their cloud-based call center operations. When the company switched to Convoso in January 2020, they jumped in with both feet to take full advantage of the suite of tools the web-based software has to offer. But they did it with help.

As part of our onboarding experience, we teamed DMM up with a Convoso Customer Success Manager to review their goals, help optimize their dialer configuration, and introduce the management team at DMM to Convoso's real time in-depth reporting and agent productivity tools to drive more efficiency to their virtual call center and boost profitability.

“Our Customer Success Manager, Dan, has been very resourceful in tweaking the configuration of our system to achieve the best ROI for our data.

—Tom Carolan, Founder and Owner,  
Digital Market Media



## DMM Sees Rapid Lift in KPI's with Robust Dialer Capabilities

As DMM began employing features previously unavailable to their operations, they achieved results that confirmed the value of making the switch to Convoso. They were ready for a new phase of growth. Convoso's advanced caller ID management, omnichannel features, and automated workflows helped to improve DMM's call center experience very quickly.

“Previously, our redial capability greatly hindered performance and ROI – we were dialing through too many leads inefficiently. We optimized the disposition-based redial workflow, and attached automated remarketing strategies within Convoso such as email drip automation. The robust caller ID management has made a big difference. We get clean, local Caller IDs for our campaigns, so we're improving our contact rate while maintaining a positive reputation.

*-Kyle Andersson*



## Jump in Contact Rate

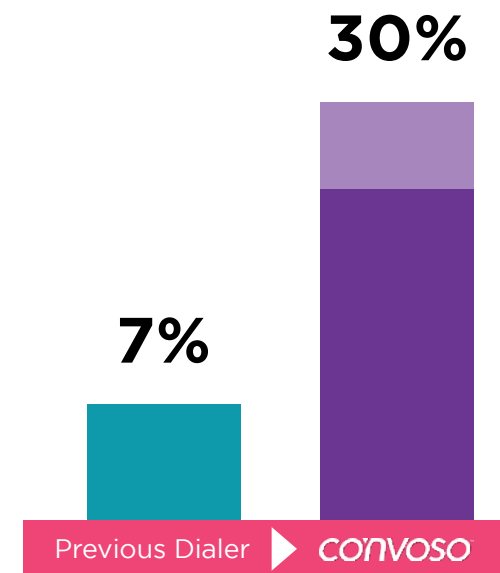
After experiencing unsatisfactory results and frustrations with their dialer, Convoso's advanced dialer provided a welcome solution. From onboarding in January 2020 to mid March, they saw their productivity and connection rates soar from a daily average of 7% in December 2019 to 20-30%.

"Previously," Kyle explained, "our redial capability greatly hindered performance and ROI—we were dialing through too many leads inefficiently. We optimized the disposition-based redial workflow, and attached automated remarketing strategies within Convoso such as email drip automation. The robust caller ID management has made a big difference. We get clean, local Caller IDs for our campaigns, so we're improving our contact rate while maintaining a positive reputation."

# >300%

### Improvement in Contact Rate

in less than 3 months





## Leap in Transfer Rate

The company's primary service is inbound lead generation. When an agent has gone through the process of qualifying a lead, they transfer that call to the appropriate source. This is the equivalent of closing a sale. And as a metric, the rate of transfers is the truth-telling number about a call's success, about an agent's performance. "The most important statistic," Tom said of their improved KPIs, "has been the lead to transfer rate."



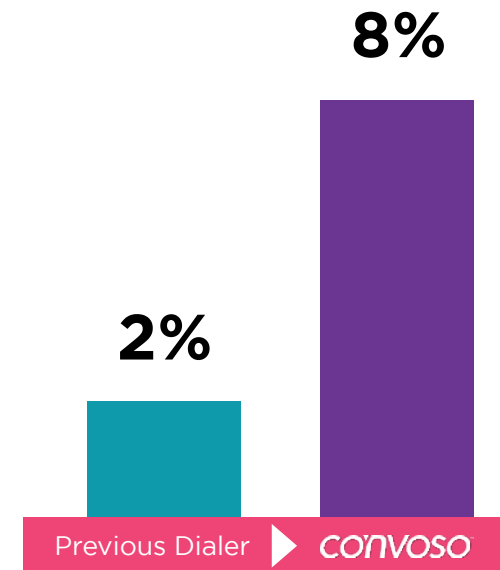
Our lead to transfer rate has increased steadily since starting with Convoso in January from 2% to 8%. When you're talking about hundreds of thousands of leads, that's a huge increase.

—Tom Carolan

# >400%

### Improvement in Transfer Rate

in approx 3 months



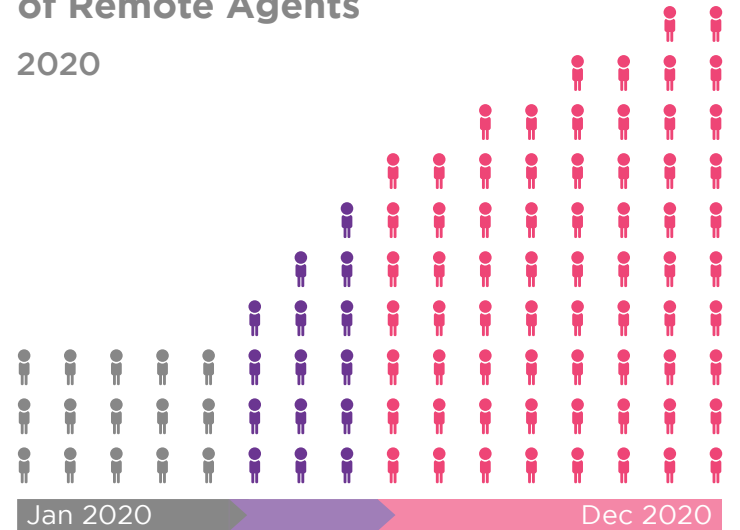


# Quick Scaling Supports Remarkable Growth of Remote Team

Kyle noted the growth they achieved in a short period of time that has allowed the company to project continued growth for the remainder of the year. They had 15 agents at the end of 2019, and expanded to 30 within two months after working with Convoso. They anticipate adding 10 agents/month moving forward to meet their goal of 100 agents by the end of 2020. In the midst of nationwide layoffs and job losses, Digital Market Media is tweeting “Job Opportunities.”

## Projected Growth of Remote Agents

2020



15 agents with Previous Dialer

30 agents in under 3 months with Convoso

100 agents projected by end of 2020 with Convoso



We've tapped 50% of what Convoso can do. I can't wait to see what happens six months from now.

—Kyle Andersson





# Improved Manager Efficiency with Powerful Real-time Reporting Tools

Digital Market Media's diligent use of Convoso's comprehensive and automated reporting tools helped the company to progress quickly by using specific metrics for day to day call center management decisions. As Director of Operations, Kyle Andersson watches how the data is trending over the day.

Access to new in-depth reporting features with an easier layout has saved management time and helped to increase agent productivity for the company. With reports automatically emailed to key managers, they view how agent time is spent on a granular level. To manage at-home agents, the company uses the Agent Monitor Screen, which shows vital campaign information, including the number of dialable leads, agent status, dial level, drop rating, and more. Admins can listen in on calls, whisper to agents, and jump in on conversations if needed.

“The List Conversion Report shows me the number of transfers per list. I can view the number of sales per week per list. It's right there to see what's trending up and down. Then with the Lead Status Penetration Report, I know where the disposition of the leads are in the list.

—*Kyle Andersson*



## Empowered Call Center Agents

Call center agents are able to be more productive when the dialing system they are using is efficient. In addition to the customizable agent dashboard, DMM agents use tools like Quick Dispo to eliminate steps and streamline the transfer process. With dynamic scripting, training is simplified as agents and managers trust the script to adapt for each new scenario. The smart scripts update lead info in real time and adapt to each individual caller allowing a more personalized sale. This helps DMM agents to do remarketing and cross selling, and to help prospects across different verticals, for an optimized ROI on a lead.

# Get dramatic results for YOUR virtual call center.

## ABOUT CONVOSO

Request a Demo

Convoso is the leading innovator of cloud-based omnichannel contact center software. Our call center customers report dramatic increases in contact rates of 30% and more, giving them higher conversions and significantly improved ROI.

The Convoso system works best with 10 or more seats, and scales efficiently to over 1000 seats to meet enterprise level requirements.

See for yourself with a live demo how Convoso can help to boost the productivity of your virtual contact center.

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