



# Switch to Convoso Puts the Power of Productivity in Their Power Dialer

Insurance provider shrinks  
wait times and triples agent  
conversations

**Insurance Line One**  
Think Positive. Think Insurance Line ONE



# RESULTS

After  
Switching to  
Convoso

**2X**  
DOUBLED  
AGENT SEATS

**3X**  
TRIPLED  
CONTACT RATE

**Beyond  
Measure**

MORALE BOOST  
FOR AGENTS



## Our Customer

Insurance Line One is a full-service, national insurance agency committed to providing help for American insurance needs.



The single best asset for us at Insurance Line One has been Convoso's Power Dialer. It has allowed us to slash wait times between calls. My reps now have two to three times the number of conversations they used to, and it's made a significant impact on our bottom line. And, of course, our agents are much happier.

—Mike Kelly, Sales Manager,  
Insurance Line One

### Their Challenges

- Persistent problems with former dialer software, and resulting loss in productivity
- Daily spam issues
- Former dialer wasn't dialing with the algorithm properly
- Long wait times between calls
- Time-consuming, manual tasks and processes

### Our Solution

- Advanced Power dialer
- Dedicated CSMs to help optimize configuration
- Automate & streamline workflows
- Cut wait times
- Increase connection and contact rates
- Adjust dialing cadence [number of rings for time out] by .5 increments to find the sweet spot for running their campaigns

### Results

- Minimal wait time between calls
- Contact rates almost tripled
- Calls per day increased from 300 to 800-900 per day
- Medicare calls increased from 200-300 per day to 600
- Positive impact on agent morale
- Call center runs smoothly
- Doubled agent seats



# Insurance Company Dialer Issues Are a Liability

Before Insurance Line One switched to Convoso, their insurance agents had long wait times between calls. Their call center's dialer had daily persistent problems and wasn't dialing as it should.

That means neither the agents nor the company were operating effectively—and that hurts everyone's bottom line.

On top of that, they were dealing with spam notification issues every day, which will have an impact on any company's [caller ID reputation](#)—not a good thing when you're running a call center for insurance agents.



**We had recurrent issues with our previous software, ruining whole days of productivity. The dialer just wasn't working properly.**

*—Mike Kelly, Sales Manager,  
Insurance Line One*



# Insurance Provider Gets the Benefits of a Better Dialer

To address low call volume and long agent wait times, Convoso set up Insurance Line One's call center with our advanced cloud-based power dialer. This had a huge impact on their call volume capacity. But with any autodialer, the user is at risk of burning through leads too fast if they don't know how to configure it properly.

That's why Convoso teams up every new customer with a dedicated product expert. What's software without support? The Customer Success Manager continues with the company for the duration of their time as a customer.

The support team for ILO helped them optimize their dialer to find the sweet spot for running their campaigns, tweaking adjustments of the dialing cadence to within half a ring.





## Going with the Workflows

ILO uses both the outbound and inbound functionalities of Convoso's software solution. Marlon Johnson, Marketing Director at Insurance Line One, helped create the architecture of the sales funnel for the company and the workflow templates on the Convoso platform.

When an online form or call comes in from one of their landing pages, it goes into the Convoso dialer and automatically initiates the workflow template, beginning with a call to the prospect.

ILO increases sales by maximizing the power of omnichannel, using automated emails and SMS in addition to calling to increase contact points. Automating the workflows has helped to drive greater efficiency at ILO.



**From a high level perspective, the Convoso product has allowed us to streamline and automate what were previously cumbersome manual tasks and processes.**

*— Marlon Johnson, Marketing Director, Insurance Line One*



# Insurance Call Center Claims

In contrast to the chronic daily upsets of their previous dialer, the ILS call center now runs smoothly.

With Convoso's advanced power dialer, ILS was able to consistently generate a volume of calls and propel greater productivity. The agents experience minimal wait time between calls and more time on the phone having conversations.

Contact rates have improved dramatically. Average calls went from about 300 per day to 800 or 900 per day. And Medicare calls increased from an average of 200-300 per day to 600 per day.

The improved efficiencies had a really positive impact on agent morale as they have been able to get more conversations day-to-day.

## Conversations Triple After Switching to Convoso



**300 calls/day**

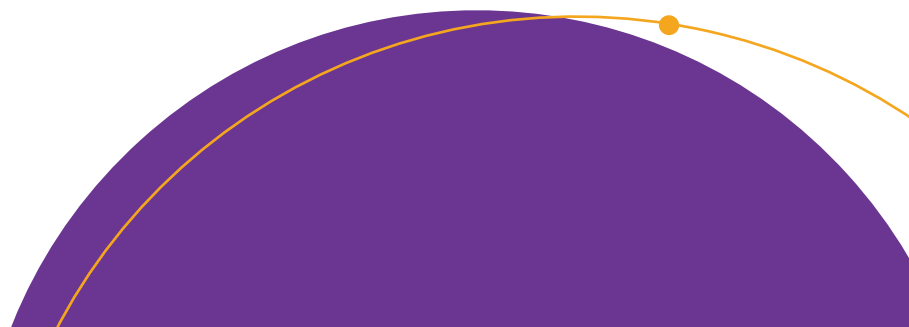
Previous Dialer

V.S.



**800-900 calls/day**

Convoso





# Efficiency Means Growth

By improving efficiencies with leads, managers, and agents, Insurance Line One has enabled growth for the company.

Leads perform more efficiently with a powerful, optimized dialer.

Streamlining workflows with automations allows both agents and managers to reduce manual tasks and increase efficiency.

Managers realize greater efficiencies with real time reporting, for example, keeping an eye on talk time and drop ratings. ILS uses the Agent Monitor to track agent productivity, so they can respond quickly with appropriate tactics to improve efficiency of the call center's operation.

Since switching to Convoso, Insurance Line One has scaled from 40 agents to 82 agents. That's a probability worth insuring!

Insurance Line One  
**DOUBLED** total agents  
within a year





# 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.

[convoso.com](https://convoso.com)  
[info@convoso.com](mailto:info@convoso.com)  
**(888) 456-5454**

