



Convoso Trial Generates 8X Contact Rate Boost for Home Remodeling Sales Team

Seeing is believing for this home remodeling sales team that completed a trial of Convoso's dialer and drove up contact rates almost 800%, while dramatically dropping agent wait time.



Results

after switching to Convoso

Up to 800%

Increase in contact rate

Decreased

Agent wait times from 3 min to 23 seconds

Improved

Appointment-setting and sales opportunities

Streamlined

Agent training process

Improved

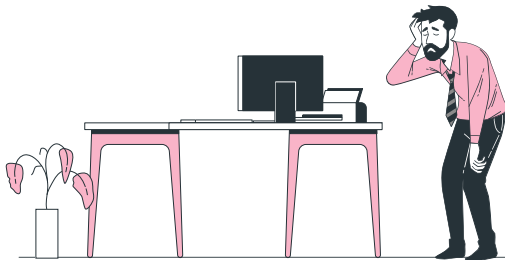
Agent morale and sales momentum



We interviewed Ray Pinnick, Director of Marketing at Marketing Center Inc., about his team's **successful trial and transition to the Convoso dialing system**. Ray and Convoso Account Executive Janae Williams discussed the team's dramatic turnarounds in contact rates, wait times, and agent morale.

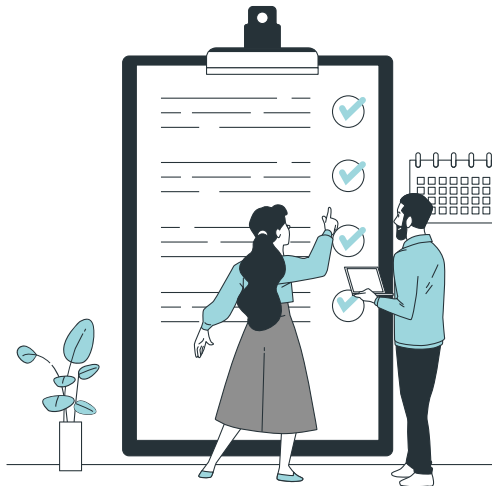
THEIR CHALLENGES

- ReadyMode dialer delivers contact rates below 2%, leading to low sales and stifled growth
- Lack of visibility into DID health causes calls to appear as Spam/Scam Likely
- Poor connection and dialing rates lead to agent wait times from 3-5 minutes



OUR SOLUTION

- Trial to test solution and support team fit
- Powerful predictive dialer software
- Caller ID reputation management solution
- Skill-based routing to deliver leads to the right agents



THE RESULTS

- ✓ Up to 800% increase in contact rates
- ✓ Agent wait times reduced to 23 seconds
- ✓ Improved appointment-setting and sales opportunities
- ✓ Improved agent morale and sales momentum

THEIR CHALLENGES

With ReadyMode, Easy Doesn't Mean Effective

For Ray Pinnick, Director of Marketing Center Inc., there was clearly something standing in the way of his sales team's success. Over the course of three years, he and his agents watched the problems with their ReadyMode dialer steadily mount.

Ray says that the dialer was easy to use, but it didn't deliver the capabilities and performance his team needed to connect with leads and set appointments.

Without the ability to manage the health of caller IDs, more and more calls to consenting customers were being marked as possible spam and scams. **Contact rates dropped below 2%**. Connectivity issues were pushing average agent wait times up over 2 minutes—with 5- and even 10-minute waits not uncommon.

With morale and performance stagnating, and agents complaining about the lack of calls, Ray knew it was time to make a change.

“

ReadyMode was good because it was easy to use, but we weren't connecting as we should have and [agents] were complaining that there weren't enough calls.”



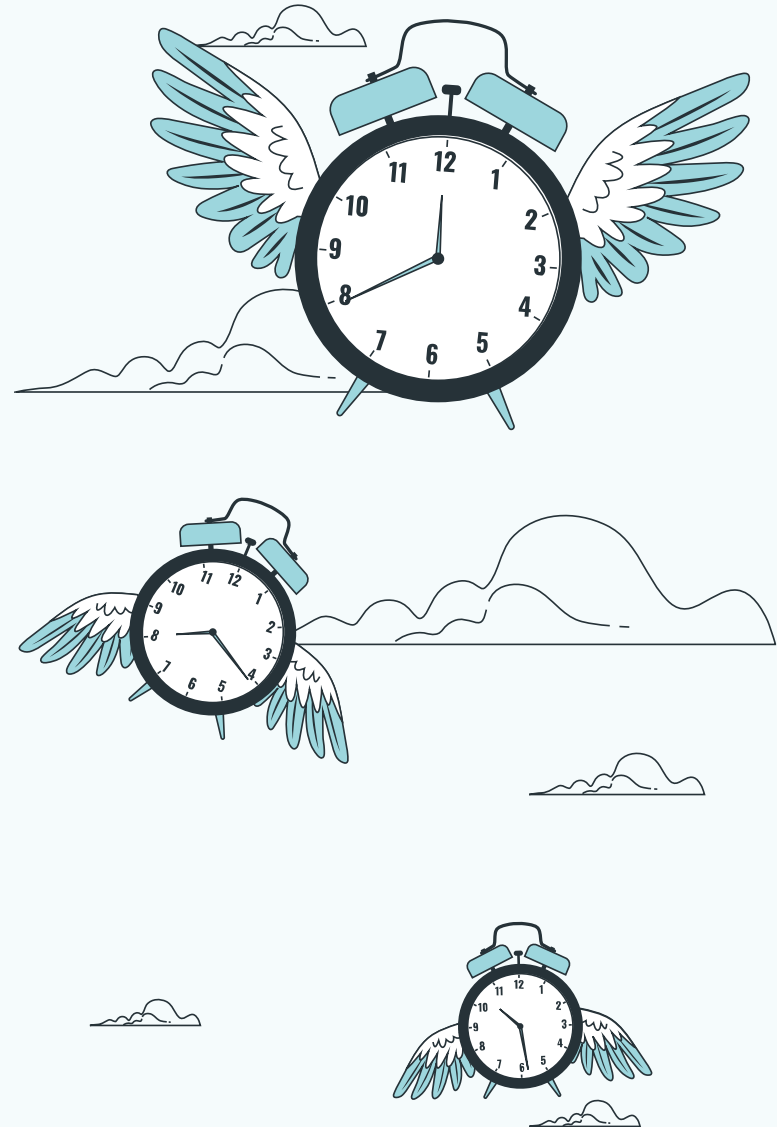
A Trial Leads to No-Brainer Decision to Switch

Searching for a solution, Ray came across several potential software options. But when you're searching for a new dialer, you can't just hit the pause button—you need to keep your sales operation running.

Luckily, he got in touch with Janae Williams, Account Executive at Convoso. As Janae tells it,

“

Ray and I connected when they were on ReadyMode. They were having problems with their DID health management, **had a very low contact rate and long wait times.**”



Ultimately they decided that a trial was the most effective choice for Marketing Center Inc. to experience Convoso's capabilities first hand.

A trial would give Ray's team a soft transition by keeping their old data running on ReadyMode, while moving over 20 agents to test out the Convoso dialer's performance.

High Expectations Set for Trial

This remodeling sales team knew what they wanted and had high expectations. Here's how Janae described it in the interview:



You guys were crystal clear with what your KPIs are and what metrics would equal success. You didn't just say, we have a 1.9% contact rate and we want it at 3% – **you gave us a goal of 10%**. And so we knew exactly what we were working with.”



Every day of the trial, the Marketing Center Inc. agents exceeded what had seemed like an ambitious target of increasing their contact rate by 5X.

And in the meantime, Ray says he and his team were able to understand the high level of hands-on service offered by [Convoso's dedicated customer support team](#).

By the end of the trial, the decision for Marketing Center Inc. to make a full switch to Convoso was an easy one.

THE RESULTS

Blocks and Scam-Likely Mean Nobody's Answering

As rampant spam labeling and blocked calls plague sales and lead generation teams everywhere, Marketing Center Inc. was no different.

If they couldn't adequately manage the health of their caller IDs, they weren't going to reach as many of their leads.

With ClearCallerID™, Convoso's [caller ID reputation management](#) platform, Marketing Center Inc. now monitors the statuses of their DIDs across major carriers within one convenient dashboard. If a number is blocked or flagged, they can quickly swap the number out and dial leads with a clean caller ID.

Trial Increase Contact Rate Up to 8X

In the course of the trial, Marketing Center Inc. combined ClearCallerID™, skills-based call routing, and smarter dialing strategies to power a massive increase in contact rates.

They came to Convoso frustrated by a 1.9% contact rate and watched that shoot up to 17% - that's almost an **800% increase**.

With more opportunities to talk to leads and set appointments, Marketing Center Inc. has unlocked many more chances to drive revenue with in-person project evaluations.



Predictive Dialing Efficiency Drastically Reduces Wait Times

In a high-volume call center like theirs, every second counts. When agents' time is going unused because of poor connectivity and contact rates—with wait times as high as 10 minutes between calls—that's simply payroll going straight out the window.

Using Convoso's powerful predictive dialer, however, Marketing Center Inc. is able to dial more leads and reach them faster with industry-leading [speed to lead](#). When combined with a higher contact rate, Marketing Center is able to minimize wait times and keep agents in a groove.



Average wait times used to hover between 2 and 3 minutes. Today, they're down to just 23 seconds. That's over a 7X increase in active time.”

Agents Experience New Highs in Commissions and Morale

The **sales momentum** generated by the switch to Convoso was so strong that Marketing Center Inc. needed to retool its entire agent commission structure. It simply wasn't designed with this level of performance as the norm.

It's not too hard to imagine how agent moral got a boost when they saw more sales action and earned more commissions.



Asked whether life is better for his agents under Convoso, Ray simply says, “Oh, yeah. Definitely happier.”

Dedicated Support Partnership Navigates Onboarding, Optimization, and Future Plans

When Ray and his team evaluated all their dialer options, the biggest thing they looked for outside of dialer performance was **proactive customer support**.

Convoso's dedicated implementation and CS teams proved to be partners with clear and consistent communication committed to their success. As Ray puts it,

“

The implementation team has been helping us with understanding the system and providing new avenues, and giving us ideas of ways to be better.”

There's still a range of performance boosting options that Ray has yet to leverage. But he's looking forward to discovering them and the improvements they can expect to their KPIs.

“

They will work with you. They want to find solutions for you. It's been great so far.”





Get Dramatic Results for Your Call Center

Convoso is the ultimate dialer solution for sales and lead generation teams. Our outbound call center customers report dramatic increases in contact rates of up to 3X when they switch to our cloud-based omnichannel contact center software, giving them higher conversions and significantly improved ROI.

The Convoso system works best with 20 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 outbound contact center operations.

[Schedule a demo](#)