



Customer Profile

Leading PCI-DSS Call Center outsourcer for lead generation, new customer acquisition, bi-lingual customer support and verification services, web design and support, api-coding and advanced scripting services.

Industry

Natural gas and electric, solar and home warranty and home security.

Website

www.cloudmarketinginc.com

Challenges

- Poor call connectivity.
- Inability to set-up custom campaign roles.
- Substandard customer support from previous two providers.
- Difficult supervisor, agent, and client usability.

Solutions

- Distributed architecture to enhance call connectivity.
- Customizable role-setting.
- 24/7, highly competent and responsive customer support.
- Easy-to-use interface.

"It's the best customer service that I have ever experienced on any dialer"

-Michelle Portteus, Call Center IT Director at Cloud Marketing Inc.

The Cloud Marketing Inc. Story

How a traditional outbound sales company evolved to become a modern marketing powerhouse.

A subsidiary of the first outbound telemarketing company in the country, Cloud Marketing Inc. has always prided itself in setting the latest standards within the call center space. A firm believer that evolution and diversification is the key to business success, Cloud Marketing began exploring new services to remain a relevant player in the industry and needed a solution capable of evolving as fast as its client's needs. The results far exceeded their expectations.

Company Background

Founded in 1946 and accredited for being the oldest outbound call center in the country, Crossfire Marketing Group originally established its roots as the leading provider of newspaper circulation subscription fulfillment services throughout the US and Canada, working with over 200 organizations. However, following the newspaper industry's decline in the early 2000s, Crossfire Marketing Group created Cloud Marketing Inc., a subsidiary, as means by which to begin expanding its outsourced offerings and meet the changing tide. Today, Cloud Marketing Inc. offers a diverse list of services including inbound customer service roles, outbound sales & marketing, as well as consulting services for companies in the natural gas, energy, and electrical industries.

The Challenge

Following the shift in its product and service offerings, Cloud Marketing quickly encountered increased demand, larger clientele, and more complex service requests, requiring the implementation of an advanced dialing platform. A strong advocate of using the latest technologies to stay ahead of its competition, the company was among the early adopters of VoIP for its superior cost saving, flexibility, and scalability benefits, only to quickly realize not all cloud call center solutions are created equal. "Our first VoiP dialer nearly put us out of business," explains Stephen Rudnicki, President of Cloud Marketing Inc. "We could not connect calls, there was no support, no customer service—it was a mess." Cloud Marketing knew it could not continue to successfully operate with its current solution and quickly began searching for a replacement.

Unfortunately the company's decision to switch to a well-known provider of cloud contact center solutions, which seemingly had all of the features and functionality it required at the time, made matters worse. Dropped calls, poor customer service, and distribution in overall service were but a few of the issues. "If the relationship reaches a point where there is no relationship," explains Stephen "its time to move on."

Jokingly calling themselves the "pioneers of trial and error", Cloud Marketing Inc. was eager to find a solution they could stick with for the long haul.

The Checklist

With dropped calls reaching 30%, Cloud Marketing Inc. needed to quickly find another call center solution to stem the continued loss of customers and revenue.

Following its two prior experiences, the company had a very specific list of requirements:

- Predictive Dialing Capabilities
- Advanced Campaign Management tools
- Highly competent and responsive customer support team
- Strong inbound, outbound, and blended capabilities
- Advanced real-time training tools and easy to use interface
- Customizable dynamic scripting tools
- Integration with its home-grown CRM system
- PCI compliant platform

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The Transition

Following the previous two failures, Cloud Marketing Inc. was reluctant to make another major change. "Choosing dialers is not something we take lightly," explains Michelle Portteus, Call Center IT Director at Cloud Marketing Inc. "When we did the demo with 3CLogic, we were apprehensive. But right out of the gate, everything about it just appealed to us—we were sold from day one."

With greater control and customization of campaign settings to allow clients easy access to their own reports, improved call connectivity due to 3CLogic's distributed architecture, and easy-to-use interface with advanced training tools (silent monitor, whisper, barge-in), 3CLogic's solution had all of the features Cloud Marketing had been looking for. Most importantly, however, 3CLogic's customer support far surpassed all other vendors. "It's the best customer service that I have ever experienced on any dialer," states Michelle, "We really get great service, answers, feedback, and help from 3CLogic's support team, and I think that's one of their best assets."

The Results

- 400% improvement in call connectivity speed
- 33% increase in sales due to enhanced call connectivity
- Enhanced client relations due to convenience and accessibility of platform (role set-up)
- Happier and empowered call center agents
- Enhanced customer service, allowing them to better meet client needs

The Future

With a diverse set of clients and product offerings, Cloud Marketing Inc. hopes to continue evolving with its clients to better meet their unique call center needs. "We continuously work on evolving and making ourselves better for the client," says Stephen. "I believe in keeping the company in what's called a beta or start-up mode— there's no finish line here."

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www.3clogic.com