

LEAD Efficiency

Obstacles to efficiency

- Overdialing your leads
- Lack of visibility into list quality
- Increased regulation (TCPA, DNC, etc.) means compliant data more expensive
- Must choose between poor quality vs higher cost leads



Goals to address

- The goal is to optimize the use of your leads lists and increase the contact rate.
- Use an advanced dialer to quickly increase contact and connection rates with real-time visibility into lead performance and quality of list.



How Convoso drives ROI

- Superior lead recycle/redial logic, omnichannel capabilities, and other advanced features boost **contact rates by >30%**...which means you get more conversions with fewer leads
- Real-time insight into how your lists and lead sources are performing means you can make smart decisions to **maximize ROI**

AGENT Efficiency

- Harder for agents to be successful
- Rising labor costs
- Downtime [paying agents to wait]
- Low morale; high turnover/burnout
- Number of repetitive tasks
- Amount of startup training time



- The goal is to maximize agent talk-time and limit wait time between calls, which will result in more conversions.
- Employ good onboarding, ongoing training, dynamic scripting, and streamlined processes to drive agent success and decrease turnover.



- Quick Dispo automates repetitive tasks and **saves hours every day**
- Guided dynamic scripting for training efficiency
- Tools to monitor agent idle time, productivity
- Strategic agent utilization with state/skill-based routing, and smart inbound routing
- Metrics-driven decisions set up agents for success, creating **better morale/retention**

MANAGER Efficiency

- Time creating/analyzing reports
- Time hiring & training new agents
- Not understanding lead performance at list and list source level
- Not knowing true CPA of leads or what lists are profitable
- Making strategic decisions without adequate and/or real-time data
- Operating in compliance with changing and tighter regulations



- The goal is to boost ROI and to save time and money managing leads, agents, and the dialer.
- Streamlining and automating processes can make a huge difference in productivity.
- Managers need to be able to act quickly based on real-time reporting to avoid increasing costs; e.g., killing a list or list source if it's not converting.



- **Smarter decisions** to improve profitability with real-time analytics by lead source AND insightful list management tools
 - List Conversion Report
 - Lead Penetration Status Report
- Automation of workflows **saves valuable management time**
- Teamed with a dedicated Product Expert to guide optimal configuration for success and profit