

# IMMEDIATE EFFICIENCY GAINS AND CONVERSION GROWTH

HOW RESOURCE MARKETING CORP INCREASED  
CONVERSIONS 75% AFTER SWITCHING TO CONVOSO

A background image of a call center with several agents working at computers. The image is overlaid with a purple gradient.

convoso™

# SUCCESS STORY AT A GLANCE

25-40%



IMPROVEMENTS  
ACROSS ALL KEY  
EFFICIENCY METRICS

75%



INCREASE IN  
CONVERSIONS  
WITH CONVOSO

10%



GROWTH IN LIVE  
TRANSFERS FROM  
VOICE BROADCASTING

## Resource Marketing Corp

provides live transfers for any company wanting to grow their business. With deep experience in **mortgage, solar, automotive warranty** and **home security**, the company partners closely with each client to provide a unique footprint and transfers of qualified leads.



## RMC recently switched to Convoso. Here's what they had to say:

“ Our previous dialer was antiquated and highly inefficient. It may have been well thought out a decade ago, but it created a tremendously challenging experience for us in today's environment. With Convoso, we now have the most efficient system we can imagine with an incredible level of support. ”



Mike Velardi  
Senior Vice President  
Resource Marketing Corp



“The job ran me. Our agents were not dialing right. And we were wasting leads. Now everything is solid. Plus, as efficiencies go up, I can utilize my extra time to become even more efficient.”

# 25-40%

## INCREASE IN EFFICIENCY OVERALL

- ➔ Not wasting data
- ➔ Agent pick-up
- ➔ Manager efficiency

## LEAD EFFICIENCY

# 30-40%

## LESS LEADS CALLED



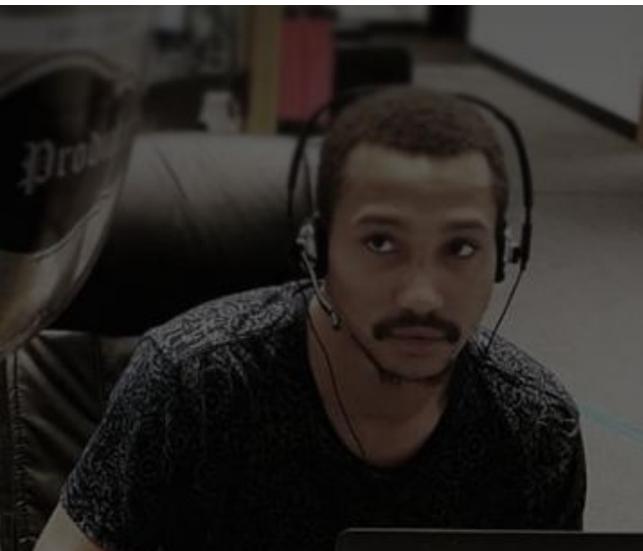
“

We used to dial 30-40% more data with the previous system because it didn't have the right tools. We were over dialing. Convoso allows an attack from several levels:

- ➔ Appropriate way to add leads
- ➔ Leads follow disposition workflows
- ➔ So many powerful automation options

## AGENT EFFICIENCY

“Convoso is as close to a time clock as it can be. This is workplace productivity!”



AVERAGE AGENTS NOW SEE  
**30-50%**  
MORE CONVERSIONS

Resource Marketing Corp had an initial issue with agents staying in dispositions and wrap-up too long after calls, but agents quickly adapted to the new functionality that was introduced through important settings changes to maximize every agent's time at the call center.

## MANAGER EFFICIENCY

**“I wouldn’t have had that time before.**

I was so reactionary to the chaos that the previous system created on a daily basis. In order to hit our level of success, I was forced to over-manage because it was just held together enough to avoid breaking. I never felt comfortable walking away.

What used to require 8-10 moves to complete an action now only takes 2-3 moves.”



**I'VE GAINED BACK  
1-1.5  
HOURS EVERY DAY**

# 750%

## INCREASE IN CONVERSIONS

“Our best day on the previous system was **350 conversions**. That’s now our average day - it used to be only 150-200. We have hit **450 conversions** several times this month alone.”

“The efficiencies gained with Convoso have allowed us to accomplish more with less - more conversions with less leads.”

“Outbound dialing has gaps regardless of strategy. We want to fill those gaps in every hour, which is why we added voice broadcasting, and we’re already seeing significant growth in transfers for our clients with this approach. Inbound on its own won’t come in at the scale voice broadcasting can deliver when done right.”

# 10%

**ADDITIONAL CONVERSIONS  
FROM VOICE BROADCASTING  
ON AVERAGE EVERY WEEK**

Integrate and convert more leads faster.  
Convoso's omnichannel contact center software engages your customers through the right message, right time, and right channel.

FOR MORE SUCCESS STORIES AND DETAILS

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