

CASE STUDY: iCapital Alliance & EVS7

Doubling Productivity with PAM

Based in the Montreal, [iCapital Alliance Benefits](#) focuses on retirement and protection solutions for business groups and corporate executives. They constantly strive to incorporate integrity, independence, and intelligence into their services and approach.

"My voicemails are now perfect every time and my voice is saved for when I do connect with the decision-maker."

- Paul Chamitoff, Group Advisor

Executive Summary

At iCapital Alliance Benefits, Paul Chamitoff needed a technology that would allow him and his sales reps to increase dials and save time to increase productivity while working leads. While the Callcentric Ninja Softphone was getting the job done slowly, he needed a solution for the amount of voicemails they needed to leave.

The Cricket Click Dialer enabled his team to double their productivity by eliminating the need to leave manual repetitive voicemails.

Key Results:

- Increase in dials per hour from 20 to 43
- Increase in voicemails left per hour from 10 to 20
- 115% increase in total calls per day

Challenges

One of the biggest issues facing Paul and his team at iCapital was the sheer amount of voicemails they had to leave. Calling from traditional phones requires someone to leave a unique voicemail each time an answering machine was reached. While predictive dialers have AMD (answering machine detection) that can predict and leave automatic voicemails, that technology only works about 50% of the time. In addition, it does not allow for a personalized message and they could not afford to deal with dropped calls. Paul needed a solution to ensure his reps could leave pre-recorded voicemails that were personalized and would save them time.

How EVS7 Helped

Using the PAM (place a message) features with the Cricket Click Dialer, Paul and his team were able to say the customer's name when they reached a voicemail and then simply click a button to drop voicemail message. Then they could zoom onto the next call without having to listen or wait for the voicemail to finish playing. In addition, they had the flexibility to leave one of 5 different messages depending on which stage of the process the candidate was in.

Dropping voicemails was critical to the iCapital team because it not only increased productivity, but it saved the agents from having to say the same old thing over and over. This left their voices fresh to speak to live customers.

Results, Return on Investment and Future Plans

Switching to EVS7's Cricket Click Dialer helped iCapital more than double their dials per hour from 20 to 43. Using the PAM feature led to twice as many voicemails left in a day – and fresh agents with a higher morale.

By making more dials not having to worry about leaving voicemail messages, iCapital is free to focus on selling and growth.

"Getting started with the Cricket was extremely easy. When there were issues, they were quickly solved by technical support.."

- Paul Chamitoff, Group Advisor

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