

# Lead Generation Professional Services Company

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## The Organization

High-tech enterprises of all sizes come to this lead generation professional services company for performance-based appointment setting, account intelligence, and lead generation services. The team of highly skilled and experienced sales professionals provide customized, scalable, real-time support that sales and marketing teams need to crack open new markets, land priority accounts, and unearth the most viable opportunities.

## Motivation for Change

The company provides two main lead generation services to their clients: initial sales appointment setting and market research. They conducted a number of studies and discovered that the appointments they set are more likely to be kept if they are confirmed with a phone call a few days prior to the meeting. To address this, a special team works to confirm appointments and reschedule any that no longer work for either party. The process, however, was labor intensive and highly inefficient. Members of the team were manually dialing each number, waiting for a connection and, in many cases, getting a voicemail. In an effort to improve the process, the company sought a cloud contact center technology solution with a predictive dialer to help make the team more productive.

## Desired Solution

The company wanted a flexible solution without complex on-site infrastructure to ensure scalability as they were initially only implementing the technology for a small team focused on appointment reminders.

## Why Aspect

The lead generation company was impressed with Aspect's ability to provide a solution that could immediately fit the needs of the appointment reminder group but could also provide the technology to potentially replace their PBX for the entire contact center in the future. This combination convinced the organization that Aspect® Zipwire™ was the right

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## The Results



**40%** more appointments

Prior to using Aspect® Zipwire™, each member of the appointment reminder team was dialing 180 contacts per day to confirm appointments and reschedule any that no longer work. With the same number of resources the lead generation company is rescheduling 40% more appointments than before Zipwire because agents can reach more people in a day as the predictive dialer ensures that a contact is on the line before passing the call to an agent. On average, each agent is now achieving 140% of their goal. After deploying Zipwire, the team goes through 1,000 numbers in an hour and is able to go through a list of contacts 6-7 times a day to confirm their appointments.

***“Our clients rely on us to uncover the most viable business opportunities and set up appointments so they can facilitate new relationships and grow their business. Ensuring that appointments we’ve made are scheduled for ideal times for both parties is critical to both our success and the success of our clients. Zipwire helps us confirm appointments quicker, so our clients will see a direct impact to their revenue. We are looking forward to working with Aspect in the future for our complete contact center technology upgrade.”***

**– Vice President of Information Technology, Lead Generation Services Company**

And with Aspect Zipwire, the company will be able to scale, expanding into additional groups as they grow and help the business streamline processes and lower overall costs.

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### About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact center and workforce optimization applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimization are available on-premises or in any hosted, private or public cloud environment. For more information, visit [www.aspect.com](http://www.aspect.com). Follow Aspect on Twitter at [@AspectSoftware](https://twitter.com/AspectSoftware). Read our blogs at <http://blogs.aspect.com>.

