



CASE STUDY

Outstanding sales results with customizable contact center software

38 min per hour
of agent talk time



20% more sales
per agent



Higher efficiency
of detecting voicemail

Industry: Insurance

Activity: Telesales, e-commerce

Seats: 200+

Country: Poland, Hungary, Slovakia, Czech Republic, Great Britain

Challenges

- Ineffective telemarketing
- Slow responses to customer inquiries
- Agent KPI tracking

Solution

- Automatic dialer with custom settings
- Voicemail detection
- Real-time statistics and custom KPI tracking

Results

- Agent talk time increased to 38 min per hour
- Lower number of unsuccessful connections
- 20% higher sales per agent

About us

VCC Live provides cloud-based call and contact center solution, supported by worldwide telecommunication services. Our comprehensive business solution is ideal for customer support, sales and debt collection multi-country operations. Know more: vcc.live/about-us

Here's how implementing a robust contact center software helped a large player in the insurance business make their customer acquisition a lot more effective.

4Life Direct is a specialist life insurance firm with several locations across Europe. Our partnership presented a great opportunity for VCC Live to improve the client's outbound sales efficiency and help them to better handle customer phone queries.

More talk time and better KPI tracking

As selling insurance over the phone is one of 4Life Direct's major ways to expand market reach, VCC Live's software was a perfect fit to help the client improve results. The firm's main goal was to figure out a better way of dialing customer numbers without unnecessary wait time. The project's scope also included a method to better assess agents' work quality to uncover potential efficiency improvements.

Optimizing the firm's outreach efforts

We worked together with 4Life Direct to fine-tune a number of our core functionalities to specifically meet the client's requirements. This included:

- Our **automatic dialer** function provides optimal outreach by connecting the most relevant agents (in terms of factors such as skillset and availability) to the right prospects in the firm's database.
- The dialer function also helps the firm to automatically connect to clients when they are available – this was applied to selected prospect segments for which the time slots of availability are known.
- Our **voicemail detection** function helped to diminish a high volume of unsuccessful connections thereby saving significant time for agents. The prospect database was also further optimized by the feature as it automatically marks voicemail detections.

In addition to the above, 4Life Direct uses VCC Live's custom KPIs and real-time statistics to feed data into their internal work assessment tool. This makes it possible for supervisors to quickly assess agent conversations based on any criteria. This is particularly effective due to the properly-configured API connections ensuring a constant data flow between VCC Live and other systems used by the client.

38 minutes per hour? Achievable with VCC Live

After partnering with VCC Live, 4Life Direct was able to achieve an increase of almost 100% in agent talk time - 20 to 38 minutes per hour. The efficiency in detecting voicemails reached 34% - thereby helping to hit new levels of agent talk time. Customer callback requests are now served in less than 3 hours.

Overall, 4Life Direct estimated a 20% sales increase per agent as a result of implementing VCC's contact center software.