



Call4You Marketing: Strong Competitive Edge in Technology and Increased Connection Rate



Location: US | Industry: Hearing Health Care

Call4You Marketing is a company focused on supporting different verticals in the hearing healthcare industry, providing businesses direct mail follow-up, new customer calls, customer satisfaction surveys, existing/past customer calls, special project calls, and special event project calls.

The core of the Call4You Marketing business is outbound calling and having meaningful conversations with patients from the hearing healthcare space.



Business Needs



Improve connection rates



Reporting Accessibility
(Custom Reports)



Competitive edge from a
technology standpoint



Genuine support and
commitment from the
tech provider



A scalable and flexible solution that could support a unique business model



Most important outcomes



Increased connection rate:
from **15%** to **25%**



a **genuinely dedicated support team** throughout the journey



Competitive edge from a
technology standpoint



Strong analytical data
to share with clients

The regular connection rate on a good day was about 15%, and after switching to NobelBiz Omni+, they could look at about a 25% connection rate, which improved their production significantly. At the same time, it improved their overall business, helping them deliver better results for their end clients.



The Challenges

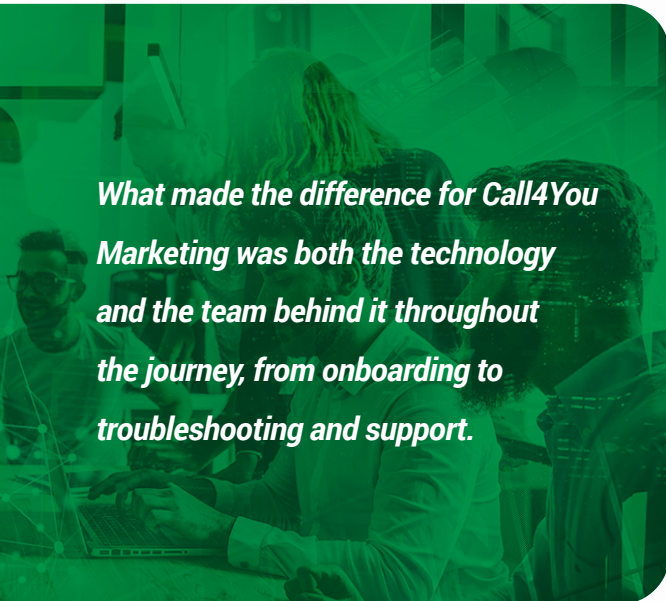
Call4You Marketing struggled with low connection rates and the inability to change caller IDs or DDS as often as their business required. This situation directly impacted the number of patients and clients they could talk to, affecting their overall productivity and business performance.

They were also facing a lot of rigidity and poor support from their past tech providers, often being asked to change their current business processes to adapt to the solutions they were paying a lot of money for.



The technology aspect of NobelBiz stood out compared to the competition, and also the great team! All the way from onboarding to support to troubleshooting has been great throughout this journey!

Brayan Carpio,
Senior Call Center Manager at
Call4You Marketing



What made the difference for Call4You Marketing was both the technology and the team behind it throughout the journey, from onboarding to troubleshooting and support.



The Solution: NobelBiz Omni+

Call4You Marketing implemented NobelBiz Omni+, an advanced, full-featured cloud contact center solution equipped with an impressive stack of options and features that can be easily integrated, customized, and optimized to any contact center use case.

The implementation process was thoroughly documented and built, from clearly setting the goals and

defining the expected results to weekly meetings for testing the implementation at every step. From start to finish, the implementation process took about three weeks, with no business downtimes.

Outcomes at a glance

- ✔ Increased connection rate: **from 15% to 25%**
- ✔ The competitive edge from a technology standpoint
- ✔ A genuinely dedicated support team throughout the journey
- ✔ Strong analytical data to share with clients



The Results

After implementing NobelBiz Omni+ right off the bat, Call4You Marketing saw a quick improvement in their connection rate and the number of clients they spoke with during their campaigns.

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The NobelBiz Omni+ interface made everyday work much easier and led to higher productivity, being a very user-friendly platform with everything built-in and a robust Reporting & Analytics component - this was extremely important for the team to track their performance.

About NobelBiz

NobelBiz is a World-Class Telecom and CCaaS company with 20 years of experience delivering complete solutions for contact centers across the globe, irrespective of size, industry, or activity.

The NobelBiz team is ready to support any contact center business or department on its road to performance and measurable results.

Let's get in touch!

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