



## Leading Edge Connections: Increased Monthly Interactions, and Robust Analytics to Empower Business



Location: US | No. of Employees: 500+ | Industry: BPOs / Outsourcing | Website: [www.lec4you.com](http://www.lec4you.com)

Leading Edge Connections, LLC. is a specialty provider of outsourced contact center services and solutions for numerous industries and companies on the grow. They provide a full range of Sales, Customer Service, Back Office, and Technology Transformation services in a 24/7 virtual environment.

Considered one of the most innovative and exciting outsourcing transformation companies in the US, Leading Edge Connections has been the preferred Sales & CX transformation partner of startups and small to large-sized companies, helping them increase revenue and reduce costs while delivering fantastic customer experiences.



### Business Needs



A scalable and reliable cloud-based solution that could support a 100% virtual contact center business



Increase the number of New Clients



Robust Reporting & Analytics



Decrease Customer Acquisition Cost (CAC)



Proper technical support tailored to Leading Edge Connections' needs



### Most important outcomes



**1,490,240** monthly customer interactions



**CSAT: 97%** (Customer Satisfaction Score)



**12** new clients in less than two years



**100%** uptime remote contact centers

By implementing NobelBiz Omni+, Leading Edge Connections made strategic steps towards a top-performant tech solution with multiple capabilities able to support fully remote contact center businesses, robust Analytics & Reporting, and expert guidance in delivering exceptional agent and customer experiences.



*The NobelBiz technology is top-notch. The team is top-notch. They provided what is needed to be best in class today and are progressively chasing what is required to remain best in class tomorrow.*

**Eric Sims,**  
CEO & Founder  
of Leading Edge Connections



## The Challenges

Leading Edge Connections was looking for a contact center software that could support its 100% remote business model and be **scalable and adaptable** to the different business types they were serving, from Financial Services to Medical & Pharmaceuticals, Real Estate, and Retail.

Secondly, they needed a **solution with real omnichannel capabilities** that could easily and seamlessly integrate different communication channels their customers preferred (especially text messages and emails) with the different CRM systems they were using, and could provide real-time access to customer data. They needed reliable analytics and reporting capabilities to empower their clients to make data-driven business decisions.

Last but not least, they needed a more **committed support team**, especially on technical issues, with reasonable waiting times and more proactive and transparent communication.



## The Solution: NobelBiz Omni+

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

What made the difference for Leading Edge Connections was the proactive support of the NobelBiz team in implementing the new solution: the deployment and implementation took **less than 90 days**, and in **21 days**, the LEC team was already trained and fully functional with the new software. NobelBiz Omni+ is one of the easiest solutions to use, with intuitive and user-friendly interfaces and dashboards.

NobelBiz Omni+ came with a set of built-in tools and features that helped LEC meet its business goals:

- ✓ Advanced supervisor-to-agent communication tools such as call whispering or instant messaging
- ✓ Real-time KPI monitoring tools
- ✓ Reliable historical and real-time data from analytics and reporting tools
- ✓ Client live dashboards

*NobelBiz OMNI+ can manage multiple interactions at the same time, combining **voice calls, SMS, and email** with **social media messaging apps** such as **WhatsApp, Facebook Messenger, Twitter, or Telegram**.*

Everything is managed from a single dashboard that hosts all the necessary tools for running even the most **complex outbound, inbound, and blend campaigns** for any type of industry: **e-Commerce, Customer Service, Healthcare, Finance, Collections**, and so on.

## Outcomes at a glance

- ✔ 100% Cloud-based solution supporting 100% remote contact centers with 100% uptime
- ✔ Real 24/7 support & expert guidance
- ✔ Onboarding in less than 21 days
- ✔ Track & Report faultlessly the entire customer journey



**1,490,240** customer interactions per month



**12** new clients in less than two years



**up to 10%** Lower Customer Acquisition Cost (CAC):



**CSAT: 97%** (Customer Satisfaction Score)



## The Results

Leading Edge Connections was able to see the positive effects of implementing NobelBiz Omni+ **from the first three months**, and the impact was visible on multiple levels:

**At the Agent level**, there was a noticeable increase in agents' job satisfaction. Teams worked more efficiently in just one platform that brought all the channels at the tip of their finger, versus switching between multiple programs and tabs to get the needed information. As a result, call counts increased, agent conversions increased, and aftercare work decreased.

**At the Customer level**, they created remarkable customer experiences, with agents focusing more on meaningful customer conversations and support. NobelBiz Omni+ allowed agents to use the channels their customers preferred and have frictionless access to conversation history and data, at any time.

**At the Business level**, NobelBiz assisted in new client acquisition by providing that "wow factor" to the legitimate presentations of LEC services. It also supported a **better conversion on sales teams between 10% to 18%** and **lowered Customer Acquisition Cost (CAC) by up to 10%**.

One of the most important aspects of all these improved KPIs is the **robust reporting and analytics** to back them up, which helped the LEC team and their clients make business decisions based on reliable data.

### 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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