

CASE STUDY: City Storm Leads & EVS7



Finding a Successful Call Center Solution

[City Storm Leads](#) provides highly targeted roofing leads using technology to source the most accurate data.

"I've increased productivity tremendously and the capital that I save can be used to grow the company. The software is a no brainer. I would not be able to run my business without EVS7."

-Dash Baker, CEO

Executive Summary

Dasha Baker is one of the most highly acclaimed telemarketing managers in the US, responsible for rebuilding sales organizations for large contracting firms after the stock market crash in 2008. Using EVS7's cost effective dialer software, Dasha was able to generate predictable growth and a considerable ROI for City Storm Leads without sacrificing valuable features or call quality.

Key Metrics:

- 600% increase in calls
- 800% more cost effective
- 700% growth in telemarketers

Challenges

When dialing by hand wasn't working, City Storm Leads started using another dialer system, but found it to be incredibly expensive, costing them thousands per month.

As a startup, big capital being tied up in dialer software was killing their company. At that rate they were unable to get a return on investment with their telemarketers.

How EVS7 Helped

City Storm Leads required cost effective software with good voice quality and the features needed to close deals. Dasha heard about EVS7 through a recommendation and implemented the Dolphin Power Seller stations for their agents. With the Command Center, Dasha could easily monitor his agents in real time. The cost savings was critical to helping his business grow.

"Functionality is key, and with EVS7, it's customizable but still easy to use."

Results, Return on Investment and Future Plans

Using the Dolphins allowed his agents to increase productivity in a predictable manner, allowing the company to expand its telemarketers by 700%.

In addition, City Storm Leads saved 8 times the costs being spent on their old dialer system and increased calls dramatically which allowed a positive ROI.

"Call quality is fantastic in comparison to the competition, and the customer support is great. I feel like they really care about me."

- Dasha Baker, CEO



Are you evaluating call center software?



[EVS7](#) helps you save money and increase efficiency by providing premiere call center and lead management software to companies of all sizes at a cost effective price.

Questions?

We'd love to hear from you.

972-713-6622

Free Trial

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