

CASE STUDY:

Infinite Group Inc. & EVS7



Building an In-House Lead Generation Team

Based in the Rochester, N.Y. area, founded in 1986, [IGI](#) is a publicly traded company (IMCI) that leveraged its deep roots in technology to become one of today's premier IT service and support organizations.

"The Dolphin Dialer has allowed us to distribute contact information to our inside sales reps with ownership without any confusion."

- Scott Provvidenza, Director

Executive Summary

For IGI, building and managing an inside sales team was a key factor to enable company growth. After struggling with basic PBX phones, Scott realized the company needed a software provider that offered a solution to increase calls, organize the team, and raise efficiency.

Using EVS7's Dolphin Power Seller, IGI was able to build the appropriate call center infrastructure to meet their goals of running a successful in house lead generation team.

Key Metrics:

- 333% increase in dials per employee
- 80% increase in connections per call
- 150% increase in appointments per call

Challenges

Scott Provvidenza, Sales Director at IGI, was tasked with the responsibility of building a successful in house inside sales and lead generation team. Staying within his budget, he needed a solution that would increase calls and allow for division of leads and organization of the team at cost effective prices. Using Cisco VoIP Phones with a SIP service provider limited his agents to generating about 60 calls a day. In addition, price per call was high and there was no automation or call tracking. There also was not a simple way to organize and manage the team.

How EVS7 Helped

Tasked with the chore of trying different solutions to enable his team to efficiently dial and manage lists, Scott chose EVS7 for several reasons. The ease of use made it simple for all staff to adopt without the hassle of extensive training. In addition, IGI was able to hit their calling goals making the in house solution a success. EVS7 provided the functionality needed along with world class support. Quick implementation enabled Scott's team to get started in a timely manner.

Using both inbound and outbound calling applications was critical to maximizing efficiency. The PAM (place a message) button allowed IGI to setup voicemail automation saving their agents valuable hours driving greater productivity.

Results, Return on Investment and Future Plans

IGI was able to raise their calls totals from 60 to 200 per agent, an increase of 333%. By reaching hundreds more prospects a day, conversions soared making the implementation a success.

With a successful in house lead generation team, IGI will continue to focus on software development, industry leadership, and growth.

"Other applications included too many unnecessary features that were impractical and too complicated to use."

- Scott Provvidenza

Are you evaluating call center software?



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

Questions?

We'd love to hear from you.

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