

CASE STUDY:

Patriot Energy Consultants & Parrot Predictive Dialer

Starting & Sustaining an Energy Business

Based in Akron, OH, Patriot Energy Consultants was founded by entrepreneur Jason Lemmon to help individuals and small businesses save money on their gas and electricity bills.

"It runs fast consistently, and Sarah is great at helping us with any issues."

- Jason Lemmon, Owner

Executive Summary

With his previous work experience in telemarketing, Jason knew that to successfully start his own business he needed a software solution that would allow him to manage and organize a team of agents efficiently. Entrepreneurship means taking a great risk, and Jason wanted a partnership with a software company that would help him get off the ground quickly.

Using EVS7's Parrot Cloud Call Center, Patriot Energy was able to grow as a free enterprise and sustain a successful business model.

Key Metrics:

- 75,000 calls per week
- 25 second wait time between live calls
- 60 sales made per week

Challenges

Prior to starting his own business, Jason Lemmon had been in telemarketing for 20 years. Through his industry experience he saw an opportunity. Consumers and small businesses could be saving a lot more on their utility bills and he knew how to make that possible. To successfully develop his business plan, he needed software that would allow his agents the flexibility to work from anywhere while still allowing him to organize and coach his team, track how well his agents were doing, and set achievable goals.

How EVS7 Helped

Jason chose EVS7 for several reasons. Although he had telemarketing experience, this was his first attempt at managing dialer software. He needed a company that provided software with excellent functionality along with world class support. Based on prior experience, Jason knew that a predictive dialer would be the best dialing solution for him. The Parrot Cloud Call Center offered him the flexibility of cloud software with a predictive dialer and contact management system.

Advanced call reports allowed Jason to review the performance of each of his agents, showing him where areas for improvement were needed along with opportunities for additional coaching. Being able to see which agents were the top performers made it possible to understand what was and was not working for him, why, and how to adjust.

Results, Return on Investment and Future Plans

Growing to 8 agents, Patriot Energy was able to make to 75,000 calls per week with a 25 second average wait time in between calls. By maximizing the time each agent is able to spend on the phone, Patriot Energy has increased the number of prospects they could reach, allowing for opportunities for more sales.

With the Parrot Cloud Contact Center, Jason leapt into entrepreneurship tooled with dialing software that fit his needs allowing his company to scale through continued to growth.

*"We can speed up the dialer when needed.
This helps us hit our daily goals."*

- Jason Lemmon

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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