



Financial Services Company *Scales Outreach* and *Increases Contact* *Rates by 30%*



Results after *switching to Convoso*

30%

Increase in contact rate

Faster

Speed to lead and outreach process

Improved

Caller ID performance

Higher

Agent productivity

Reduced

Compliance risk

Seamless

Scalability

A financial services company specializing in personal loans and debt consolidation has spent the last decade helping consumers find solutions that fit their financial needs.

For years, direct mail was the primary driver of new business, but as more consumers began responding online instead of picking up the phone, the company's manual follow-up process became harder to sustain.

We spoke with the owner about how changing consumer behavior pushed the business to rethink its outreach strategy—and how Convoso helped increase contact rates, improve speed to lead, and build a more scalable sales operation.



Their *challenges*

- Slow manual outreach
- Rising customer acquisition costs
- Difficulty scaling operations
- Slow speed to lead
- Direct mail becoming less effective on its own
- Manual number management
- Managing multi-state compliance
- Difficulty adjusting campaigns quickly
- Poor vendor support

Our *solution*

- Predictive dialer
- Convoso Ignite™
- Local caller IDs
- Real-time reporting
- Built-in compliance tools
- Dedicated Customer Success Manager

The *result*

- Roughly 30% increased contact rates
- Faster speed to lead and outreach process
- Improved Caller ID performance
- Better campaign visibility
- Lower compliance risk
- More scalable sales operation



Online inquiries made manual follow-up *impossible* to scale

As more prospective customers responded online instead of picking up the phone, the company's outreach process became increasingly difficult to manage. Eventually, about 70% of inquiries were coming through online forms instead of inbound calls.

That shift created a new challenge. Agents had to manually call and follow up with every online inquiry.

It was a slow process and meant the company wasn't getting a good return on its direct mail investment.

"It worked at the time, but as we continued to scale, it got harder and harder to get in touch with people," the company owner said.

"Direct mail is very expensive. As we continued to scale, it got harder and harder to get in touch with people."

With acquisition costs rising because of the slow outreach, the owner knew it was time to make a change.

Finding the *right* call center software

To support a growing sales operation, the owner began looking for a dialing platform that could streamline outreach and better handle the company's increasing volume of online leads.

He evaluated Phone Burner and other options, but wasn't satisfied with the results. "They weren't able to give us the value that we needed. They weren't quite at the level we wanted that can handle the volume and ID portion," he said.

After evaluating the alternatives, Convoso stood out.

"It checks off a lot more boxes for what we need. It helps us stay organized and manage the value of our leads," he said.

"You're going to pay a little more, but the service is more. Do it right and make the investment as opposed to trying to save money here or there, because at the end of the day, it ends up costing more."



Automated outreach *streamlines* the sales process

With the right platform in place, the company replaced its manual follow-up process with a more structured workflow that moves prospects quickly from initial inquiry to a sales conversation.

New inquiries flow directly into Convoso, where they are automatically added to the team's outreach queue.

The company's opener team uses Convoso's predictive dialer mode to quickly work through new leads and pre-qualify prospects while interest is still high. They then live-transfer qualified prospects to the closing sales team.

The result is a workflow that **keeps sales agents focused on talking to qualified prospects** instead of tracking people down.

"Our sales team loves it because now they don't have to chase customers manually."

"They're able to get them on the phone as a live transfer, which keeps them on the phone and making sales," the company owner said.

Better contact rates create more *opportunities to connect*

The company's new sales process made it easier to reach prospects quickly, but maximizing contact rates required more than speed alone.

After implementing Convoso, contact rates increased by roughly 30%.

The team credits that improvement to a combination of stronger caller ID reputation management, local numbers, and faster speed to lead.



Managing caller ID reputation *at scale*

Convoso Ignite™ helps manage the company's caller ID inventory automatically, replacing underperforming phone numbers and prioritizing stronger-performing ones to help improve answer rates.

"When we got on board with Ignite, it helped by automatically replacing DIDs," the company owner said. "We were doing it ourselves manually a couple of times a week. It's easier to not have to worry about that. It definitely helps save time."

Instead of constantly monitoring and rotating numbers by hand, the team can rely on Convoso's intelligent number management so agents stay focused on reaching prospects.

Building trust with local caller IDs

The team also uses Convoso's Local Presence feature, which displays a familiar local number instead of one from out-of-state. This helps reduce scam suspicion and encourages more prospects to answer the phone.

"We use a local caller ID, so customers are more likely to pick up," the owner said.

"Convoso has upped our contact rate, and our outreach has been more effective."

Responding while interest is *still high*

Consumers exploring debt consolidation or personal loan options often reach out to multiple companies at the same time. Waiting hours—or even minutes—to call a lead usually means the opportunity goes to a competitor.

"Speed to lead is really important because we're in a competitive business," the owner said.

"Convoso was a game changer for us because now we're able to target at a much faster pace and get a much higher contact rate."



Real-time reporting helps the team *react faster*

With direct mail, the team often had to wait weeks to understand whether a campaign was working.

Convoso's [advanced reporting and analytics](#) gives managers real-time visibility into contact rates, list performance, and lead quality, making it easier to react while campaigns are still running.

The financial services company has a dedicated team that monitors [dialing cadences](#), campaign lists, and contact rates throughout the day.

Instead of waiting for the results of a mail drop, they review performance hour-by-hour and make adjustments as conditions change—whether that means refining a cadence, shifting focus to a different list, or adding more data to increase outreach.

“I think the biggest thing for us is that we can turn it up pretty quick and also slow it down if we need to,” the company owner said. “It’s kind of a lever that I use. We can make decisions a lot sooner and see the impact much faster than we could with a mail campaign.”

Built-in compliance tools help the team stay *focused on growth*

For a financial services company operating across multiple states, staying on top of [changing regulations](#) is an important part of day-to-day operations.

“A big consideration is staying compliant within the calling times. That’s a huge one for us,” the company owner said.

The team relies on Convoso to help automate many of those requirements. [StateTracker™](#) applies state-specific calling restrictions, while time-of-day controls help ensure outreach stays within the appropriate windows for each market.

Together, those **safeguards reduce manual oversight, lower compliance risk, and let the team stay focused on connecting with customers.**

“We want to play within the rules, and Convoso gives us the tools to help us do that,” he said.

“Having that oversight in Convoso and the tools built in make it a lot easier because there’s a lot of moving components already.”



A proactive partnership supports *long-term growth*

For the owner, the relationship with Convoso goes beyond the platform itself. He says having a dedicated partner who regularly checks in and helps the team improve has been a valuable part of the experience.

“Our dedicated Customer Success Manager reaches out pretty often. He’s keeping an eye out, checking in,” he said.

After nearly five years, the owner says Convoso has continued to deliver the support and capabilities the company needs as it grows.

“If someone is looking to scale to a decent size team, I think Convoso is the winner,” he said. “I don’t really see any software out there that has all the tools and capabilities that Convoso does.”

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Ready to increase contact rates and reach more prospects?

See how Convoso helps revenue teams connect with leads faster through powerful predictive dialing, intelligent number management, automated workflows, and built-in compliance tools.

[Schedule a demo](#)