



How a Call Center Leader *Scaled* 20 Outbound Businesses and *Generates* Thousands of Daily Transfers





Results after switching to Convoso

Generates

Thousands of transfers daily

Standardized

Outbound execution across 20 companies

Converts

High lead volume into live conversations

Spends

Less time on manual work

Found

A true technology partner, not just a vendor



Strategix Global Solutions is a Business Process Outsourcing (BPO) company providing outsourced staffing solutions to businesses across the United States. With a focus on quality, innovation, and client satisfaction, Strategix helps organizations streamline operations and improve efficiency.



Josh Mallen
COO, Strategix



Their *challenges*

- High lead volume slowed outreach
- Multi-business outreach created gaps
- Manual management limited scale
- Delayed performance visibility slowed optimization
- Previous dialer vendors ignored feedback

Our *solution*

- Predictive dialer
- Workflow automation
- Real-time reporting and analytics
- Automatic voicemail detection
- Dedicated customer success manager

The *result*

- Generates thousands of transfers daily
- Standardized outbound execution across 20 companies
- Converts high lead volume into live conversations
- Spends less time on manual work
- Found a true technology partner, not just a vendor



Scaling an outbound operation is simple in theory: more leads, more agents, more revenue.

In practice, the platform supporting your outreach either enables that growth or quietly kills it. Most operators hit a ceiling not because they lack leads or talent, but because their technology can't keep up.

Operating *20 outbound businesses* at once

Josh Mallen has built his entire business model around never hitting that ceiling.

He's the co-founder and COO of Strategix — a BPO with 1,000+ employees — and he owns, operates, or consults for roughly 20 companies across multiple industries.

Scaling outbound across that many operations requires a system that can keep up.

In 2020, he found it in Convoso. Today, Convoso powers every outbound operation he leads.





When outbound scales, *weak* platforms break

Before Convoso, Mallen had tried “every dialer out there” — and ran into the same limitations that stop most outbound teams from reaching their potential.

⊗ Lead volume outpaced dialing capacity

Leads were coming in fast. Conversations weren't.

Mallen's teams were generating strong volume from multiple sources — Google PPC, Facebook ads, and more — but agents couldn't work through lists quickly enough. High-intent leads were going cold while teams worked through yesterday's backlog.

⊗ Manual campaign management slowed everything down

His campaigns required constant intervention.

The dialers he used lacked automation tools like lead recycling and rule-based workflows. Maintaining performance meant manually adjusting campaigns throughout the day — a burden that multiplied across multiple businesses.

⊗ No real-time visibility meant missed opportunities

By the time reports came in, the opportunity was gone.

If a campaign was burning through leads or agents were underutilized, no one knew until end-of-day reports surfaced the issue. That delay led to wasted spend, poor pacing, and aging leads.

⊗ Vendors didn't evolve with operator needs

Mallen didn't just accept these limitations — he tried to fix them.

He brought feedback to multiple vendors, investing time to improve the platforms. But the response was consistent: little to no action. The tools weren't improving, and neither was the experience.

In 2020, a trusted mentor in the insurance space recommended Convoso.

“I kind of just got my hands dirty and started using it and saw a lot of success right off the bat with it,” Mallen said.



Turn lead volume into *live conversations*

Mallen's teams were generating demand — but his **previous dialers couldn't convert that volume into conversations** fast enough.

Convoso's powerful [predictive dialer](#) and answering machine detection changed that.

It was the first predictive dialer Mallen used that could generate the call volume his teams needed.

The platform keeps multiple calls moving simultaneously and automatically routes live connections to available agents.

Instead of cycling through voicemails, busy signals, and idle time, agents moved from one live conversation to the next.

More conversations meant more opportunities to close — and that translated directly into revenue across every business Mallen runs.

His teams went from struggling to reach leads before they went cold to generating thousands of transfers daily.



Run 20 campaigns *without manual oversight*

Mallen and his teams rely heavily on workflow automation to keep campaigns running efficiently at scale.

How automation works in practice

The rules live inside the campaign.

Leads move through defined sequences. Follow-ups trigger based on what happens next — whether that's a missed call, an engagement event, or simply time passing.

The structure is set upfront, and the system executes it consistently, regardless of volume.

“Being able to set it and forget it is always helpful,” Mallen said. “That allows me to run 20 accounts at once.”

Built-in compliance without manual monitoring

Automation also plays a critical role in maintaining compliance.

Mallen enforces strict rules like removing leads from dialing after 90 days through automated workflows.

Because those rules are embedded directly into workflows, compliance doesn't rely on manual oversight.

The system enforces guardrails automatically across campaigns, reducing legal exposure, financial risk, and operational friction.

Because compliance is built into workflows, his team avoids regulatory issues without manual oversight. “If you play by the rules, there are no issues,” he said.

“Being able to set it and forget it is always helpful.”

Optimize performance in *real time*

Mallen runs his businesses on data.

At any given moment, he wants to know exactly how each campaign is performing, which lead sources are producing, and where his agents' time is going.

Built for operators who manage by CPA

"I track everything on a cost per acquisition model," he said. To evaluate performance on CPA, Mallen tracks lead volume, total spend, sales outcomes, and CPA by source on a daily level.

With his previous dialers, that level of visibility wasn't possible.

"Most dialers don't have [data] that's updating in real time to show you where your calls are at," Mallen said.

He was stuck with delayed reports — insights that surfaced only after performance had already suffered.

Convoso's customizable dashboards and [advanced analytics](#) changed that.

Today, real-time performance data is embedded directly into his operations. Floor monitors display contact rates, agent availability, and calls in queue — keeping teams aligned throughout the day.

With live visibility, Mallen's teams can:

- ✓ Pull underperforming lead sources
- ✓ Reassign agents to higher-converting campaigns
- ✓ Adjust outreach strategies before leads degrade

All in the same day — not after it's too late.



"I track everything on a cost per acquisition model."



A partnership that goes *beyond* support

Mallen has worked with platforms where feedback went nowhere.

That's part of what makes his experience with Convoso different.

His dedicated Customer Success Manager, Dan Steinman, has been a consistent resource since day one.

"He's great. He's always there to help," Mallen said.

But the relationship goes beyond support.

Mallen's experience running multiple high-volume outbound businesses gives him a unique perspective — and Convoso listens.

Other vendors ignored his feedback. Convoso has used it to shape product development.

That dynamic is a key reason Convoso has remained the foundation of his outbound operations since 2020.

Performance that holds up at scale

For an operator like Mallen, platform choice comes down to one question:

Does it hold up under real volume?

At that level, consistent performance matters more than anything — day after day, across every campaign.

Convoso has proven itself across his entire ecosystem.

Convoso isn't just a dialer in Mallen's business — it's the system that makes scale possible.

"The proof's in the pudding. I do a high volume of marketing, and [Convoso] is what I use. It's like, if Michael Jordan's wearing Nike, it's safe to say that he likes them."

Mallen pointed out that success comes down to reaching as many legitimate leads as possible, then using a structured system to qualify them and route them efficiently to sales reps.

"The proof's in the pudding. I do a high volume of marketing, and [Convoso] is what I use."



From bottlenecks to *scalable* outbound *performance*

What was holding growth back

- ✗ Lead volume outpaced outreach capacity
- ✗ Managing multiple businesses created operational gaps
- ✗ Manual campaign management limited scale
- ✗ Delayed visibility slowed optimization
- ✗ Vendors failed to act on feedback



What changed with Convoso

- ✓ Predictive dialing increased connection speed
- ✓ Workflow automation reduced manual oversight
- ✓ Real-time analytics enabled faster decision-making
- ✓ Answering machine detection improved efficiency
- ✓ Dedicated customer success provided ongoing support



What that made possible

- ★ Thousands of daily transfers
- ★ Standardized outbound execution across 20 companies
- ★ Higher contact rates and more live conversations
- ★ Reduced manual workload
- ★ A true technology partnership

Ready to scale your outbound operation? See how Convoso helps high-volume outbound teams turn more leads into live conversations and drive predictable growth.

Get *more* results for *your* *contact center*

About Convoso

Convoso is a leading AI-powered contact center platform purpose-built for revenue teams since 2006. Customers consistently drive significant growth, increased efficiency, and a strong ROI.

The Convoso system works best with 20 or more seats, and scales efficiently to over 1000 seats to meet enterprise level requirements.

See for yourself how Convoso can boost the productivity of your contact center.

[Schedule a demo](#)