

Client improves lead nurture results using iQueue for outbound calling.

THE COMPANY

Well-known manufacturer in the fenestration industry, best known for pioneering window technology and building high quality products.

THE CHALLENGE

Metrics for their lead nurture program were suffering, especially as the program grew in size and scope.

SOLUTION

By migrating the program to iQueue, RM Factory's in-house virtual-based call center, agents and the program could be more closely monitored.

RESULTS

- All KPIs showed improvement with iQueue vs the incumbent call center
- By year end, all goals set by the client were being exceeded



BUSINESS CHALLENGE

The client had a lead nurture program in place to work leads over time to create in-home consultations for sales agents. The work was handled through a medium-sized call center who used agents shared with multiple other outbound campaigns. As the program expanded and required more shared agents, costs rose and efficiencies went down.

In addition, reporting discrepancies complicated client reporting and vendor confidence, there was no agent level reporting tool, and the call recording platform was difficult to maneuver. Client branding was suffering due to insufficient oversight and the potential for misinformation to be passed along to the customer increased.

RM FACTORY'S SOLUTION

iQueue is a small, scalable virtual-based call center, owned and operated by RM Factory. The case was made to migrate the existing program to iQueue. Fine-tuning a smaller staff would increase agent performance, allow agents the opportunity to focus on branding and the customer experience and improve quality scores.

iQueue could provide a measured and managed discipline to the program to:

- Improve media & live channel performance
- Reduce labor (agent) spend
- Gain learnings for continuous improvement in results
- Deliver solutions faster, more cost effectively and in a way other call centers could not.

**For additional information about RM Factory,
please call 800-548-5099 or visit www.rmfactory.com.**



RESULTS

Performance Dramatically Improved

There was an immediate improvement to the program metrics. iQueue was beating the incumbent call center on all performance metrics and by the end of the first year, iQueue KPI metrics were exceeding all client goals.

- iQueue increased revenue by 11% over the incumbent
- Conversion of leads to appointments was up by 72%
- Customer experience scores were up by 12%
- Adherence to program guidelines was up by 38%
- Costs dropped by 20%

About RM Factory

RM Factory's unique methodology for delivering improved business results lies in an integrated approach to Sales & Marketing. Living at the nexus where marketing and sales converge, RM Factory bridges the two to improve your bottom line. How? By architecting high performing go-to-market roadmaps and aligning those with state of the art technologies, codified operating processes and time tested business rules. RMF works across channels to insure programs are flawlessly executed, leads are generated and nurtured, and ultimately sales are delivered.

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