

industry case study

CALL CENTER & APPOINTMENT SETTING



CASE STUDY

THE NEED

A Call Center & Appointment Setting Company in Seattle, Washington, was experiencing technical glitches and poor customer service from their existing call center software provider. To prevent further impacts to productivity, it was time for a positive change.

THE SOLUTION

VanillaSoft provided productivity-enhancing software coupled with superior customer service to get the agency back on track.

THE CLIENT

ACTIVE # OF USERS



<10 Users

MAIN OFFICE




Seattle, Washington

REGIONS SERVED



North America

PAIN POINT



Poor Service from Former Provider



OUTBOUND CALLING FOCUS



SINGLE LOCATION

THE SOLUTION

CUSTOMER RATINGS

EASE OF USE & ONBOARDING



SUPPORT & CUSTOMER SERVICE



CLIENT-REQUIRED FEATURES

- ✓ Ease of Use/Administration
- ✓ Lead Importing/Exporting, Routing & Distribution
- ✓ Logical Branch Call Scripting
- ✓ Auto Dialing (Progressive & Preview)
- ✓ VoIP Features & Integration
- ✓ Email Templates & Document Libraries
- ✓ Real-Time Dashboards & Web Reporting

SOLUTION BEFORE VANILLASOFT
x **MOJO**

OTHER SOLUTION CONSIDERED
x **SpitFire, 3Clogic, SimplyCT Services, and Connect First**

CUSTOMER QUOTE

“VanillaSoft is a phenomenal tool for any outbound project, large or small. I am able to generate the reports my clients need at the touch of a finger. VanillaSoft’s *BEST tech support people EVER* have always been there when I had an issue or just a moment of confusion. Each time I get on the phone with them, I learn something new that VanillaSoft can do, which means something cool I can do!”

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