

Case Study



How InfoCision Strengthened Their Call Center with Drips' Conversational Outreach Platform

It's all about how you say it™

Public | © InfoCision & Drips.com ® | All Servicemarks and Trademarks of InfoCision are copyrighted 2009-2019 by InfoCision and are protected by worldwide copyright laws and treaty provisions. Used by permission, All Rights Reserved.

drips

About InfoCision

For nearly 40 years, InfoCision has been a leader in customer care and call center solutions. InfoCision is the leading full-service turn-key marketing firm specializing in contact center solutions for brands across various industries.

InfoCision (also known as IMC) seamlessly blends their inbound and outbound platform with staffing flexibility of more than 4,000 agents that give them the scalability to adapt to their client's needs. They handle over 50 million IB/OB contacts/year and operate out of six locations stateside, and two additional locations in Puerto Rico and Mexico.



Challenge

An InfoCision client, one of the largest cable providers in the nation, tasked InfoCision to reach out to their clients who were about to cancel their services in an effort to retain their business. InfoCision was supporting this client's objectives by utilizing a call center to make outbound dials to individuals who showed they were likely to disconnect services. Their agents would manually call these customers to try and save them from disconnecting their service, but InfoCision was experiencing decreasing contact and engagement rates year over year.

With fewer people picking up the phone, InfoCision considered a few different options to reduce the cost per positive outcome. Some of their clients were looking at offshore options that would cost less, but quality for their enterprise clients was a concern and InfoCision wanted to address the contact issue itself. They determined that incorporating a Conversational SMS strategy in their outreach methods to increase contact and engagement rates was the right path to take.



"It's a contact issue. When you only utilize outbound phone calls, people aren't as responsive, especially since more people prefer to text and less want to talk on the phone."

Josh Gordon | Senior VP, Commercial Marketing

Solution

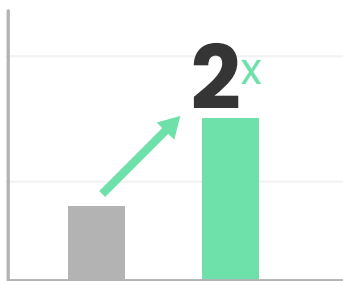
That's when InfoCision partnered with Drips to bolster their call center with a conversational outreach strategy.

In August 2021, Drips received 50% of InfoCision's client's customer-base that were pending cancellation and we launched a conversational outreach strategy to win them back. Drips built a custom campaign that engaged with clients using humanized outbound messaging driven by Drips' AI. When the customers were ready to take a call, Drips would connect them to an InfoCision call center agent by scheduling a call, thus delivering a "warm" customer instead of the call center agents making cold outbound calls. Drips' AI-powered conversational outreach platform was able to help InfoCision increase engagement and conversations—all without added headcount.

Result

InfoCision has experienced increased engagement by up to 60%, higher conversions, and lower costs since implementing SMS with Drips.

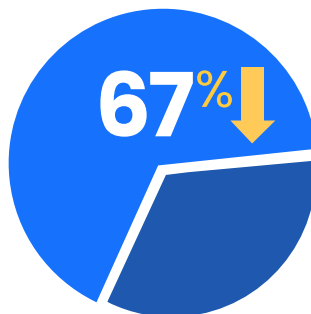
Double Conversions



Pre-Drips

In October 2021, Drips doubled the conversion rate compared to InfoCision's original rate.

67% Operating Expense Savings



drips

Drips cut InfoCision's operating expense costs down by 67%!

\$100 Savings Per Sale



Savings

Drips provided savings of more than \$100 per sale while decreasing agent head count, thus reducing the cost per positive outcome dramatically.



"Drips did the testing for us. It's great to have the dedicated support team to handle everything. With the other partners we've been working with, we have to do the integrations ourselves, which is time-consuming and takes resources."

Stephanie Fawver | Director of Client Service

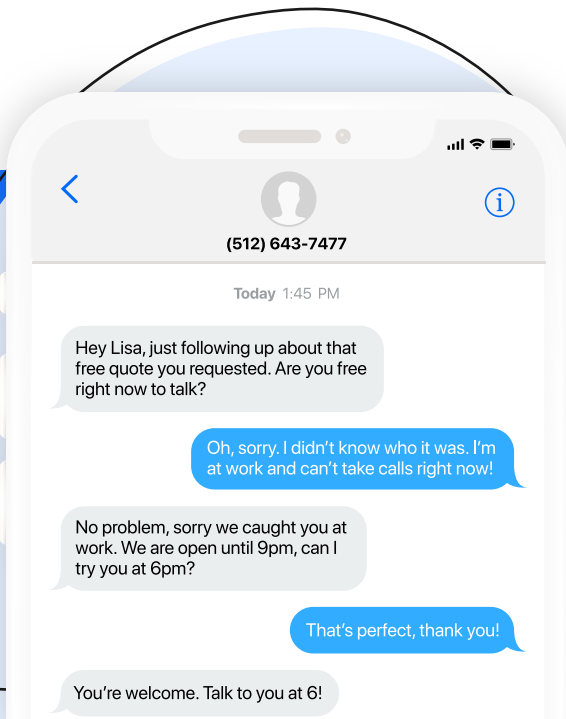
Improved Company Culture and Call

In addition to saving InfoCision money, Drips' conversational outreach strategy also positively impacted the company's call center employee's morale. Instead of spending hours dialing numbers without a response (or only getting hostile responses), Drips was able to provide InfoCision's call center employees with incoming calls that had been given context. Drips' calls were able to lead to productive conversations and were, overall, a better use of the employee's time. But more than that, the call center employees were actually excited to receive Drips'



"Our call center agents are excited to get Drips calls because they have more positive conversations with people who are interested in the offer. It's a better use of their time, and especially beneficial to our new hires who get to learn the process faster by talking to someone rather than making a large volume of cold calls without ever speaking to a person. It's a real morale booster."

Stephanie Fawver | Director of Client Service



Your Audience Will Love You For It

The legacy approaches are burdensome, bothersome, and expensive. Drips is a platform made for companies that care about thoughtfully communicating with their consumers.

[Request A Demo](#)