

INFORM® Branded Calling Balboa Digital Call Center Case Study



Background

Call centers win or lose on connection rates. When prospects ignore calls, call centers lose trust, revenue, agent time, and efficiency. Why don't customers pick up? They don't recognize the number. The fix: Provide instant transparency with branded calling.

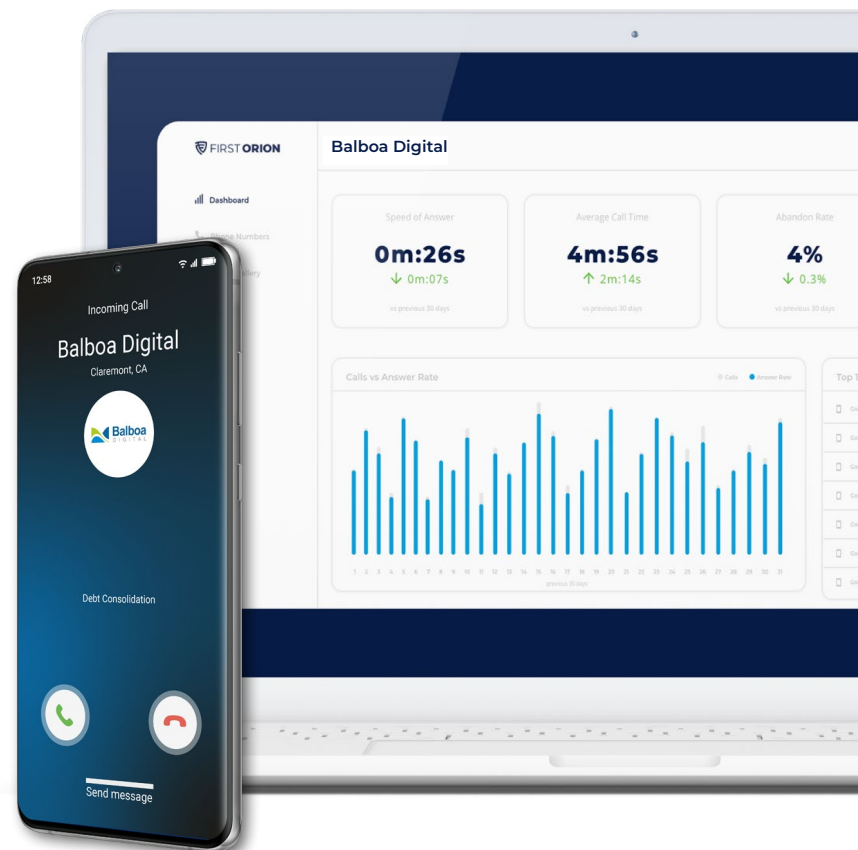
Overview

Balboa Digital runs a fast-growing call center for financial services clients. Agents contact consumers within minutes of an online loan application, so response time was never the problem. Trust was. Consumers ignored calls from unrecognized numbers, forcing agents into multiple follow-ups. As a result, operational costs increased while conversion rates stalled.

Solution

Balboa Digital deployed First Orion's INFORM® Branded Calling across all debt consolidation campaigns. Now every outbound call displays its name, logo, and "Debt Consolidation" as the call reason on the consumer's screen.

Agents can now keep their workflows, and prospects answer calls with confidence, equaling a huge leap in conversions.



76%
INCREASE
in First Call
Conversion Rate

54%
INCREASE
in Conversion
Rate

18%
INCREASE
in Contact
Rate

26%
INCREASE
in First Call
Contact Rate