VONAGE

DEBT BUSTERS

Debt Busters is an insolvency practitioner based in Australia. The business was founded in 2005, and since then the company has helped thousands of consumers regain financial control and saved them more than $68.9 million (AUD) in debt repayments. Debt Busters offers financial management and debt-relief solutions that deliver real results to clients.

CUSTOMER GROWTH:

83 Percent Increase in Clients in Less Than a Year

IMPROVED EFFICIENCY:

Three Minutes Saved on Agent Wrap Time for Each Customer Call

INCREASED REVENUE:

500 Percent Increase in Response Rates from Referrals

vonage.com

DEBT BUSTERS

Debt Busters Boosts Revenues and Efficiency with Vonage

Debt Busters prides itself on providing a dedicated Client Service Manager to work closely with consumers and provide a high level of customized service specific to their situation. In 2014, the founders were ready to transform their 10-year-old business by driving sales and productivity.

The main issues were inefficiencies with the legacy client database and telephony system. "We realized that the existing phone system and CRM software was not capable of handling the growth we were anticipating," said Co-Founder Simon Frew.

Time was wasted every day when calls went to the wrong people. There was only a very basic system for inbound calls, in which all phones would ring at the same time.

Implementing Vonage and Salesforce Cloud Technology

"We contacted three or four providers, but [Vonage Contact Center for Salesforce] provided the most amount of usability and integration with Salesforce - it looked like it could make our work easier," said Frew.

Vonage Contact Center for Salesforce led to a leap in productivity and customer numbers, which increased 83 percent in less than a year. "[Vonage Contact Center] and Salesforce allowed us to grow at an unprecedented rate," said Frew.

RESULTS

Increased Revenue and Call Efficiencies—500 Percent Better Outbound Call Response Rate Means More Customers

The local call identification feature for outbound calls led to a 500 percent increase in response rates from referrals. If a prospect doesn't answer but calls back, the call is instantly routed to the correct advisor. This further improves the client conversion rate and helps explain the huge growth in clients. If that consultant is busy, then the call will be put on hold, saving time for the team.

More Efficient Call Handling—Three-Minute Saving Per Call on Wrap Time

When a consultant receives an inbound call, a screen-pop appears along with that caller's Salesforce file. Consultants know who's calling, enabling them to give more personalized service from the moment they answer the phone. The links with Salesforce mean three minutes saved on average wrap time, which enables advisors to quickly move to the next caller.

Better Management Training and Development

Frew said the Vonage Contact Center for Salesforce reporting suite allows him to assess calls per month, average length of calls and abandonment rates, further driving productivity.

"I always have the [Vonage Contact Center for Salesforce] panel open, which allows me to quickly gauge my service levels at a glance," said Frew. Managers are able to listen in on calls and give their advisors feedback and develop effective, personalized coaching.

Customer Service is Much Better

Frew added that dynamic call routing "is really beneficial to customer satisfaction—they love that they're able to reach the right person at the right time." Customers' calls are dealt with more efficiently and in a more personalized manner. Since customers must regularly call to discuss aspects of their plans, this adds further to the value Debt Busters gets from Vonage Contact Center for Salesforce.