



Infinite Mortgages - Increasing Productivity and Sales

In days gone by, outbound dialling systems would cost about the same as a small house. Today however, things have changed. Modern phone systems and low cost software can now deliver the same productivity benefits for just a few hundred pounds per user. Even better, new technology means that you can start to benefit from a dialler with as few as two users. To a mortgage broker, packager or provider a dialler equals massive productivity gains and now at an affordable cost.

So how does the Adaptive outbound dialling solution work for Infinite Mortgages?

Infinite Mortgages is a broker, based on the South Coast. Managing Director, Marc Fortune takes up the story: "In common with many brokers we both buy and self generate leads, and then pass them to a sales person. This seems satisfactory but we could never be sure when, or if, a lead had been called. We were also unable to identify how much of the money we spent on leads actually generated sales!"

"We had noticed a few trends: for example the quicker we responded to a lead the greater the chance of a sale. Also, I could see that some staff were making more calls and sales than others but could neither measure this accurately nor identify why this should be the case."

In January of last year Infinite Mortgages implemented a low cost dialling solution called "Adaptive", from a company called New Media Software. Now, as soon as a lead arrives, it is automatically queued and delivered to the next available salesperson as a call. During the call, the salesperson updates the dialler with the outcome of the call and updates the in-house database. The dialler records a complete history of each salesperson's activity and a comprehensive management reporting tool enables Marc to identify user productivity, track leads to sales and provides a host of other useful management information.

Marc continues: "To be honest, when I first heard that an automated dialler could double the productivity of my sales team I didn't believe it. The truth is that one person now does the work of three!"

Benefits of the Adaptive outbound dialling solution:

- Automated dialling can double and sometimes treble the number of effective calls that each user can make per hour.
- Automated dialling will increase sales by ensuring that all leads are called and at the time that is most likely to generate a sale.
- Increased productivity leads to better profitability.
- Better management reporting leads to better staff management.
- Users like automated dialling – it makes their life easier.
- Automated dialling systems are now low cost and will deliver business benefits even if you only have a very small team.