

# Customer Success Story:

Diamond legal are a claims management company who specialise in road traffic accident claims. With 15 users in the call centre and 40 + staff within the business services the claims sector.



261%

Average talk time increase

167%

DMC Increase

175%

Sales Increase

100%

Up-time

## THE CHALLENGE

Diamond legal were using Easy Contact Now (Easy Call Now) for their predictive dialler platform, unfortunately Diamond legal were faced with numerous challenges with their existing provider which included:

- ◆ Poor support
- ◆ Stability issues
- ◆ Reports available for only 24hrs, after which the data was deleted
- ◆ Call recordings removed after a month causing compliance problems
- ◆ Non-configurable real time statistics
- ◆ No scripting
- ◆ Poor performance with average ready times and live person connects per day

It was important for Diamond legal to ensure that the next supplier not only had the right product, but was the right company to work with, as the outbound sales department is pivotal to the company. Though they knew the value of a predictive dialler they felt the limitations and service levels provided by EasyContactNow were hindering the sales performance of the business so they decided to look at alternative suppliers.

## THE PROCESS

After using a predictive dialler, diamond legal knew what they wanted and being more experienced in the market, they knew what to watch out for as well. After going through a lengthy procurement process, MaxContact was the stand out solution they chose to take their business forward. Not only did they feel the product was the correct fit, but the company was too.

“Not only is the performance better, but the support is night and day”

James Anderson – IT Director



**The solution** - True Cloud, built in Microsoft Azure platform, ensuring security and compliance as standard



**Support** – Is the No 1 reason clients move and stay with us, with our experience UK based support team




“We didn’t believe the figures Max said we would achieve over EasyCallNow. For anyone who thinks the figures quoted by MaxContact are inaccurate, they can call me!”

James Anderson – IT Director

### THE RESULTS

There is no better praise than exceeding expectations from day one, here is the feedback from the client after the first day of using the product over Easy Contact Now.

“A few stats for us to compare the performance of MaxContact and Easy Contact Now. I have taken the averages for the whole of March from EasyContactNow for the following Metrics and compared it to yesterday’s performance on Max”

	Ave Talk Time Per Agent	DMCs Per Agent	Sales Per Agent	Products
<b>March EasyContactNow</b>	01:30	29.3	4	PPI, RPPI, URSC, PBA
<b>Max Day 1</b>	03:56	49	7	URSC Only
<b>Increase %</b>	261% 	167% 	175% 	

“The best day for URSC was 52 clients with 13 agents (4 each). Yesterday we managed 56 with 8 agents (7 each), we can’t wait to see the numbers when we add the rest of the other products”

In addition to the increases in performance and stability Diamond legal were also able to utilize the additional features MaxContact had to offer. Before the statistics were minimal, reporting was poor, which was hindering Diamond legal’ ability to drive the performance through change and marketing ROI results. Since moving to MaxContact the reporting Suite and real-time configurable dashboards have embowered them to spot issues, improve training and target marketing strategies that produce significant return on investment for them.

#### SUPPORT

The Support is night and day; training and answer times are superb and we find that the staff are always very helpful and knowledgeable

#### DEVELOPMENT

We have been amazed at the continual features added to the product, we have had more features added in 4 months than 2 years of EasyCallNow

#### FEATURES

The reports, MI, Dashboards and IVR’s along with data alerts have been really useful, you can tell the team have worked in call centres themselves