

# Case Study

CENTCOM AT WORK: A Client Success Story

## THE SITUATION

A Montreal-based call center looking to automate its growing call volume started shopping around for a predictive dialer. However, considerable investments in equipment and infrastructure were required.

## THE SOLUTION

Centcom, CCDS' web-enabled predictive dialer service.

## THE RESULT

An increase in calling productivity of over 300%, significant decreases in lead costs and overheads and increased efficiencies in sales and management tasks.

## THE STORY

Montreal-based businessman Wesley Mendel was looking to automate his call center's dialing activities. He did some research into predictive dialers and realized that purchasing one in-house required \$50,000 for software, \$15,000 for computer hardware, the installation of 20 new phone lines and the need to hire computer technicians to support it all.

There was also a month-long wait before the system could be up and running.

He found CCDS on the Web and within 15 minutes of calling them he was running a predictive dialer out of his office. He was blown away. Not only could the service be run remotely, he didn't require any of the investments in hardware, software or support.

Wesley explains: "Not only does CCDS provide the easiest dialer to set up and use, but they also provide the fastest dialer I have ever seen. My agents don't wait more than five seconds between calls and my reps always hear the customer pick up the phone and say the full 'Hello'."

With Centcom Wesley's calling productivity increased by over 300%, improving his company's overall efficiency. And because Centcom manages leads more efficiently than other methods, the client's costs have also decreased considerably.

**"My staff now makes more sales and, in turn, more money because they can focus on making sales as opposed to making sure they're dialing the right numbers from used lead sheets.**

**The dialer has been a blessing for my company. Thank you CCDS and keep up the great work."**



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