



Challenge

- Automate outbound dialing and sales prospecting processes
- Centralize management of call-center operations spread over geographically dispersed offices
- Integrate call center and CRM application
- Grow the business without significantly increasing staff

Solution

- Echopass Telecenter for salesforce.com
- A multi-location on-demand call center integrated with salesforce.com

Benefits

- Callbacks are scheduled and automatically queued by Echopass for greater efficiency
- Echopass automatically updates the salesforce.com records with all contact interaction data, streamlining the appointment setting process
- Coverall can quickly evaluate the performance of new sales personnel and help them become rapidly successful
- Exceptional EchoSystem reliability has eliminated disruptive downtime

Results

- Increase in agent call volume by over 100 percent per agent per day
- Average value of new Coverall accounts has nearly doubled
- Doubled business without increasing staff through more efficient workflow processes
- Zero agent or system downtime for over three years

Technology Partners

- salesforce.com
- Sprint

Coverall of Mid-state California Cleans Up with Echopass Telecenter for salesforce.com

Background

Coverall Cleaning Concepts was founded in 1985 with one goal in mind—to revolutionize the commercial cleaning industry.

Today, Coverall is one of the world's leading commercial cleaning franchise companies with over 8,000 franchise owners serving

nearly 40,000 customers. Coverall of Mid-state California, a Master Coverall franchisee, manages a large and expanding territory that serves customers in southern, coastal, and northern California from four geographically disparate offices.



Coverall's sales reps are poised to take advantage of opportunities in this industry where businesses typically seek new commercial cleaning services every three or four years. Coverall's strategy: be in front of prospective customers when they're ready to change. The solution: targeted proactive outbound agent dialing to potential customers.

“Echopass has been always on for the three years we've had the solution.”

—MARK MELTON, President and Founder

Early on, a number of challenges prevented Coverall from winning as many new accounts as they would like. Agents manually combed through their call lists and decided who and when to call. This wasted valuable time, and also meant some prospects were never called. Management had no real-time view of activities, results, or pipeline. And since agents were co-located with sales reps in each office, if an agent quit, there were no leads being generated for the sales rep, and if the

sales rep quit, there was no one to handle the leads. “We constantly had a mismatch of resources,” said Mark Melton, president and founder of Coverall of Mid-state California. In addition, each office manager was responsible for running all operations for that location, with little time left to manage and monitor agent activity. Coverall knew they needed a better way of doing business.

Integration Was the Key Requirement

Coverall needed technology to automate its outbound dialing and sales processes, with a specific focus on automating appointment setting with an online calendar. They also required an integrated system that would allow Coverall to operate a decentralized, Internet-based call center operation, enabling agents to work from individual offices and still be managed from a central location. “We wanted to be able to determine who the agents were going to call, track their progress, and monitor calls. We also wanted a system that could integrate with the database we were using for our sales people to eliminate double entries.”



On Demand

Always On

Guaranteed

End to End

Coverall investigated options from SalesNet and Oracle, but both lacked integration between the outbound dialing function and CRM application. Around this time, Melton spoke with a representative from salesforce.com about his quest for a hosted CRM solution. The sales rep explained that Echopass was offering an integrated solution called Echopass Telecenter for salesforce.com. "The other solutions we looked at simply didn't integrate," recalls Melton. "Because our key need was combining outbound dialing and CRM while making it easy for both agents to use and for management to supervise, we decided to go with Echopass. And looking back over three years on our EchoSystem, this turned out to be a very good decision."

New Levels of Agent Efficiency

The new Echopass solution delivered dramatic results. Callbacks became scheduled and automatically queued by Echopass, which automatically updated the salesforce.com records with all contact interaction data. "We increased our phone calls by over 100 percent per agent per day," remarks Melton. "Telecenter helped us become more efficient in booking appointments and getting better quality of appointments. The queuing and automated dialing features increased agent efficiency, which made the appointment setting process more effective, resulting in more business for us. In addition, this solution allowed us to quickly evaluate the performance of new sales personnel and help them become successful."

Helping Us Grow Effectively

Since implementing Echopass Telecenter three years ago, Coverall of Mid-state California has also doubled in size through acquisitions of territories. Largely due to their agents using Echopass, Coverall has been able to increase efficiency

and decrease the cost of acquisition for new accounts without significantly adding to its staff.

"Echopass has continually been very helpful, recently working with us to refine our lists and creating a new database for us so that we concentrate on calling larger prospects and setting up our campaigns as effectively as possible," said Melton.

Echopass Customer Service added new fields to the dialer, enabling agents to target leads based upon employee number, employee number plus square footage, or even annual revenues. Every list entry in the database now has an SIC code and employee count, helping Coverall to target specific industries on a given day. "Before, our salespeople were spending a lot of time driving to low dollar volume prospects. Now we are targeting appointments with the larger companies that we want our agents to focus on, and making sure that all the

prospects get called. The average value of new accounts is nearly double what our average used to be."

Another efficiency booster was the recently added ability to match the scripting page to the information on salesforce.com. The scripting page can be edited, which will automatically update the salesforce.com record at the same time, boosting efficiency and making the overall operation run smoother.

Always On

In addition to delivering a higher level of efficiency, the Echopass Telecenter for salesforce.com solution has proven very reliable, and Echopass has been extremely responsive, providing end-to-end responsibility for the managed service. "Echopass has been always on for the three years we've had their solution. And Echopass has been very good to us," said Melton. "Problems have been few and far between, and their support staff has always been extremely helpful."

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