



## Challenge

- Efficiently follow up on leads through outbound marketing effort
- Deliver management and reporting capabilities
- Scale outbound marketing operation to grow revenues

## Solution

- Replace manual dialing process
- Deploy Echopass Call Center On-Demand

## Benefits

- Calls automatically scheduled, queued and dialed by Echopass
- Churn reduced because of increased agent revenue opportunity
- Reporting enables agents to be more effectively evaluated and trained

## Results

- Revenue per agent doubled from \$1200 to \$2400 per week
- Business growth met by increase from 8 to 70 agents using Echopass
- Always-on system availability lets outbound calls generate 14 percent of \$25 Million revenue

## Technology Partners

- Genesys
- Sprint

# Infinite Mind Reads Success with Echopass Call Center On-Demand

## Background

In 1998, Infinite Mind had a better idea—a way to dramatically boost the reading speeds of individuals. EyeQ, the company's flagship product, is an innovative software training program that uses brain enhancement principles to increase reading speeds 100 to 1000 percent. But after a year of development, another year attempting to sell the program to schools, and two more years of pitching the product to corporations as a productivity tool, the company wasn't getting a great deal of traction. Then it decided to change its distribution model by selling directly to consumers through TV infomercials, radio ads, and Internet marketing. "That's when things really started to take off," says Steve Glick, CEO of Infinite Mind.



**INFINITE MIND**

In the process of handling thousands of inbound inquiries, Infinite Mind's outsourced call centers were also receiving the names and phone numbers of many people who responded to the ads, but initially chose not to purchase. "We tried using a couple of firms to follow up on those leads, but they weren't very successful," says Glick. "So we decided to try it ourselves."

**"Echopass allows an agent to handle a hundred calls in the time they used to handle 20 dialing manually. We can reach more people faster and more efficiently."**

—STEVE GLICK, CEO

At that point, Infinite Mind organized a small group of telesales people and carefully followed their progress for about a year to test the viability of outbound marketing. During this manual dialing process period, each agent averaged approximately \$1200 in sales per week. Not bad, but shortcomings from the lack of an automated system were apparent. Agents could cherry-pick names from the printed lead list, deciding who and when to call. As a result, some prospects might never be called. And the process of manually

dialing was slow and inefficient. Management had no control over manually scanned lists, little or no feedback on how agents were performing, who and when contacts were made, or what sales figures were at any given point in time.

## Manageable, Scalable, Flexible

Infinite Mind required technology to automate and streamline its outbound marketing operation, eliminating tedious and unproductive manual dialing by agents. "We needed to operate more



On Demand

Always On

Guaranteed

End to End

efficiently,” says Glick. The company also required effective management tools. “We needed a way to track our progress, a way to source the leads,” says Glick. Scalability was also key. The small trial had proven that following up on leads was profitable, and that the supply of leads could support many more agents. The ideal solution had to eventually support upwards of a hundred telesales reps. And, of course, the chosen solution had to be highly reliable. Downtime could result in the loss of thousands of dollars an hour in sales, create morale problems, and add to agent churn. When Infinite Mind heard through a business acquaintance how Echopass might be able to address these issues and add to both agent performance and management tracking, they decided to investigate.

## Higher Agent Efficiency— Lower Churn

Infinite Mind’s initial deployment of Echopass Call Center On-Demand was in 2003. Implementation was easy. “Our experience was excellent,” says Glick. “The team from Echopass was very helpful getting us set up, explaining how the dialer worked, how to load leads, and how to create reports. They took care of us from day one.”

The company didn’t have to wait long for results. “Within three months we could see the impact,” says Glick. “We went from \$1200 average weekly revenue per agent to close to \$2000. After adding new products for agents to sell, that figure is now up to around \$2400.” Today, the outbound marketing operation is responsible for nearly 15 percent of the company’s \$25 million plus in annual revenue.

Echopass has been a productivity booster for Infinite Mind. “Being able to deliver more calls to more sales people in a short amount of time is huge for us. I can get more productivity out of an agent than before,” says Glick. That increase in productivity has also helped Glick retain staff. “The Echopass system can deliver more calls to our agents, and it’s more convenient than dialing themselves, so they have an opportunity to make more money. Many make \$40 to \$50 an hour, and that’s why we have very little turnover.”

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## Management Tools Boost Productivity End to End

Management and reporting tools built into the Echopass solution have made a tremendous impact on Infinite Mind’s ability to function efficiently and gain visibility into day-to-day and minute-to-minute operations. “Echopass reports let us know what’s going on,” says Glick. “We know how many leads are being loaded on a daily basis, how

many dials per hour agents are handling, and when they are on the phone. And we can track talk time so we know how much time agents spend. We can also listen to their calls to see if they are pitching accurately. Being able to measure the effectiveness of our agents is huge for us. We can provide training based upon that.”

Since the beginning of the relationship to the stages when Infinite Mind was evolving rapidly, the marketer required a number of reports to be tailored by Echopass. The flexibility of the Echopass solution and the responsiveness from their team has enabled Infinite Mind to continue to get what it needed. “Helping our business grow, through Echopass, I think we’ve done very well,” says Glick.