ECCOGROUP USA · BPO · OUTBOUND AND INBOUND FOR A NATIONAL TELECOM BRAND

72% higher contact rate on telecom outbound calls

EccoGroup USA moved its dialing for a national telecom brand to Palera. Calls now reach customers branded with the telecom brand's name and carrier verified, and more of them get answered.

+72%
contact rate on outbound calls

Brand name
on every handset, carrier verified

THE CHALLENGE

What was in the way

- On their previous dialing platform, caller IDs had to be updated by hand.
- The caller name customers saw was ECCOGROUP, a company they had never heard of, so many calls went unanswered.

WHAT CHANGED

What Palera changed

- Every outbound call now arrives branded with the telecom brand's name and carrier verified, the brand the customer actually has a relationship with.
- Number intelligence keeps each line off spam lists without anyone updating caller IDs by hand.

RESULTS

What changed

MEASURE	BEFORE	ON PALERA
Outbound contact rate	Baseline	**+72%**
Caller name on the handset	ECCOGROUP	**TELECOM BRAND, carrier verified**
Caller ID updates	By hand	**Automatic**

> “Now we are cooking with gas. On our old platform we updated caller IDs by hand.”
>
> **Tyson Chavarie**
> CTO, EccoGroup USA