

Contact us to learn how Influent delivers qualified leads that keep the sales funnel overflowing!

Overview

Influent provides outsourced customer contact solutions that maximize the value and reduce the cost of each interaction. We have successfully generated both consumer and business leads for financial services, insurance, energy, publishing and office product clients for over a decade and have done so with a focus on cll compliance and lead quality.

The Challenge

Keeping existing customers satisfied is vital, yet generating new customers is the lifeblood of every successful business. Internal sales teams are typically focused on *closing* sales, but not always keen on generating leads. Industry regulations further complicate prospecting efforts. Influent's mission is to be a seamless extension of our clients' business by keeping their sales force continually motivated with qualified, high potential prospects to contact. Influent generates the initial interest – the internal team closes the sale. This maximizes everyone's skill set and ensures a steady flow of leads is always available.

Teamwork

The lead generation process involves teamwork. We work closely with our clients to learn as much as we can about their business. We go so far as speak with their internal sales team to determine how they approach the selling process. We make sure our definition of a lead matches theirs. And most importantly, we secure their buy-in that a lead we generate has value and will be treated with the same care and attention as if they generated it themselves. The results have been clear.

Success Story – Insurance Agents

A major insurance company wanted to increase the flow of homeowners and auto insurance leads available to their agents. Initial lead quality was critical to the success of the program but the true test was in the number of new customers generated by this channel. Influent and the client created a process by which leads generated by Influent were quickly emailed to the client's agents with the requirement they had to be contacted within one business day.

The client did an exemplary job educating their agents about the program and the benefits of participation; some agents even attended Influent's training classes and assisted in refining the scripts. As a result, the agents took these leads seriously and followed up immediately. The majority of telephone-generated leads ended up performing better than Internet-generated leads that produced uneven results depending on their source. The success of the Influent program was attributed to client involvement, agent enthusiasm and measurable results.

Success Story – Mortgage Brokers

A large mortgage originator with a sizable Hispanic market base had a limited number of bilingual licensed mortgage brokers. These highly trained individuals were not being utilized effectively, spending most of their time prospecting for leads rather than closing loans. Influent created a bilingual lead generation program in its Colón, Panama contact center where leads generated by bilingual representatives were transferred immediately to bilingual mortgage brokers.

Since the mortgage brokers were able to concentrate on the back-end loan process rather than the front-end sales process, they closed more loans and increased the company's market share in the lucrative and fast-growing Hispanic market.

Be the Next Success Story!

With ten contact centers worldwide and over 2,300 associates, Influent offers proven strategies for successful lead generation. Call our lead generation experts today at 1.800.856.6768 or visit our website at www.influentinc.com to learn more about how Influent helps our clients create a steady flow of leads.

"This telemarketing program is great. If you're not using it, you are definitely missing out. With all of the compliance regulations, we needed a program like this."

Insurance Agent Feedback