

Case Study

How VoiceFusion's Pre-qualification Bots Helped a Personal Finance Software Company Achieve **16.8% Sales Growth** in Their Call Center

From Adding VoiceFusion's Pre-qualification Bot.

- ✓ 16.8% increased overall sales rate across all calls handled
- ✓ 14.7% increased average call duration in outbound sales calls
- ✓ Significantly reduced labor and overhead costs without operational interruptions

Industry

Call & Contact Centers

Client

B2C Software Company with a Large Outbound Call Center

Contact Center Size

100+ Customer Service Agents



The Challenge

A B2C SaaS Company Needed to Cut Labor Costs Without Impacting Operational Efficiency or Service Quality

Managing a call center is no simple feat. Consumer expectations are at an all-time high. Call center turnover and attrition rates remain elevated – between 30-45%. Managers and agents face burdensome call volumes, tedious administrative processes, high quotas, and pressure to maintain compliance and service quality. And on top of that, they're asked to keep costs low.

These problems, pervasive across the call center industry, weighed heavily on ContactLoop's client, a B2C personal finance software company serving customers in their large-scale inbound and outbound call centers. In effect, they experienced several key challenges, including:



Overstaffing and understaffing

Inefficiencies can often lead to wasted budget or gaps in coverage during peak times.

High call volumes

Overwhelming call spikes can create long wait times and customer abandonment.

Agent turnover

Frequent hiring and training cycles can drain resources and expertise.

High consumer expectations

Customers can demand 24/7 availability of service that requires extensive coverage and planning.

Increased error rates

Human fatigue and complexity of cases can lead to inconsistent service quality or QA issues.

Limited call insights

Time-consuming call reviews can make it hard to spot and address service issues quickly

Overall, their management was exhausted. How might they lower the human burden, reduce the costs of managing their call centers, and boost conversions without interrupting their operational efficiency?

Luckily, there was a solution. Enter VoiceFusion Pre-qualification Bots

Performance Snapshot

Result:

Reduced labor and overhead costs without operational interruptions

After implementing VoiceFusion's Pre-qualification bots, the call center experienced a significant reduction in labor costs and resource waste, all while maintaining operational efficiency. The AI voice agents handled calls and prequalification tasks at a level that met and exceeded benchmarks from their human counterparts.

14.7%

Result:

14.7% increased average call duration in outbound sales calls

VoiceFusion bots successfully engaged leads, sustaining conversations sometimes more effectively than their human counterparts. The bots achieved a nearly 15% increase in the average duration of outbound calls.

4.1%

Result:

4.1% increased transfer rate for final sale

VoiceFusion handled pre-qualification of calls with prospects effectively, improving the transfer rate to human agents for final sales conversations. This key metric is used to measure pre-qualification agent performance.

Result: 16.8% increased overall sales across all calls handled

The bots enhanced the prequalification process, contributing to an increase in overall phone sales. Their thorough data collection and successful conversations ensured highly qualified leads advanced to the conversion stage.

AI Adoption in Call Centers: Leveraging VoiceFusion for Efficiency Gains

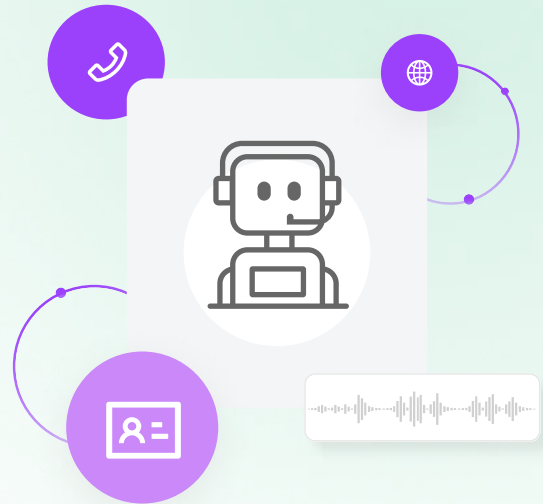
A recent [McKinsey & Company](#) survey found that [63% of business leaders](#) describe implementing AI as a “high” or “very high” priority. Here’s why:

Reporting shows that AI can improve business efficiency by [up to 40%](#) and reduce operational costs by up to 30%. Nearly [64% of businesses](#) also expect AI to increase their productivity.

Hoping to remain competitive and reap these benefits, the B2C call center took notice and turned to ContactLoop for help. ContactLoop suggested they implement VoiceFusion, an AI-powered virtual agent platform that lowers the human burden of managing an outbound and inbound call center by taking on more straightforward interactions with leads and tasks that don’t require a human touch. Here’s how it works:

From Tedious to Seamless: VoiceFusion Pre-qualification Bots Address Key Pain Points & Drives Call Center Productivity

Before implementing VoiceFusion's Pre-qualification Bots, customer service agents were responsible for handling the first conversation with a lead. In this initial conversation, they were to gather basic information about the prospect and assess their needs, budget, timeline, and level of interest in the product. Then, should the prospect meet the proper criteria, the customer service agents connected the prospect with a sales representative to conduct a free analysis, product demo and answer any detailed questions from the prospect. The sales representative, ideally, would then close the sale. While this process worked, it was often slow, tedious, and prone to errors.



The B2C call center consulted with ContactLoop to understand the potential impact VoiceFusion could have on their operations. With the guidance of ContactLoop's account executives, the call center recognized the promise of VoiceFusion and decided they were ready to **implement the solution to significantly improve their pre-qualification efforts.**

After implementing VoiceFusion bots, the call center was able to **sustain productivity, improve pre-qualification, and successfully engage leads, maintaining lengthy conversations with prospects.** There was a **14.7% increase** in the bot's average call duration compared to human agents, demonstrating their ability to hold the prospect's attention and address their needs. The bots' sales rates across all calls handled were also better than their human counterparts, with a **16.8% increase.** This profound increase indicates that the bots successfully **gathered information, filtered out prospects, and qualified leads** before passing them along to a human agent for a closed final sale.

In addition to the boost in prequalified leads and sales, the call center also discovered that VoiceFusion alleviated many of its other pain points. Call center manager Francis Burns described the impact VoiceFusion had on the number of outbound campaigns they could run, stating,

“

With VoiceFusion, I was able to launch a new call pre-qualification campaign in just an hour. The AI handled the calls flawlessly from the start, no matter how many qualifications were involved.

In addition, the call center **sustained productivity** without interruptions due to training or the typical workday breaks taken by human agents.

“

I didn't have to spend a week training someone from scratch. The AI was ready to perform immediately. With VoiceFusion, I also no longer have to worry about agents taking extended breaks or disappearing after lunch. The AI is always ready and waiting for the next call, ensuring consistent productivity throughout the day. It's like having a team member who's always on duty and never misses a beat.

By Francis Burns | Call center manager

Overall, with VoiceFusion's pre-qualification bots, they improved

1 Operational Efficiency

- VoiceFusion bots responded instantly to demand fluctuations, reducing both overstaffing and understaffing issues.
- The bots handled peak times seamlessly, reducing wait times and improving customer satisfaction.
- By eliminating the need for salaries, benefits, and scheduling, the bots reduced long-term operational costs.

2 Employee Management

- VoiceFusion Pre-qualification bots helped lower labor costs, offering stability and lightening recruiting, onboarding, and training costs.
- With fewer emotional fluctuations or interpersonal conflicts to manage, call center managers gained time to improve training and operational productivity.

3 Call Insights

- VoiceFusion Pre-qualification bots helped automate data collection and analysis, providing actionable insights.
- Real-time data from the bots helped identify areas for improvement, leading to more effective training and better overall agent performance.

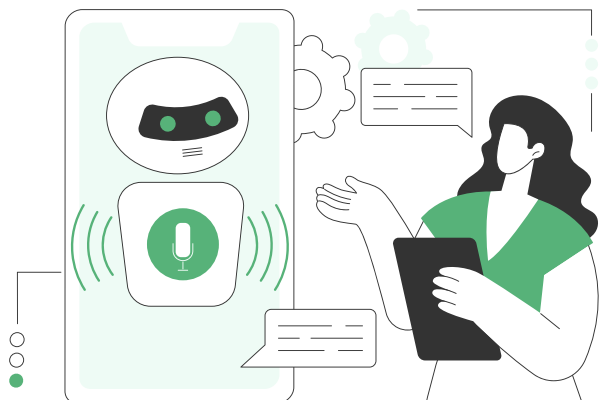
4 Service Quality and Consistency

- VoiceFusion supported more consistent, high-quality interactions, delivering a consistently positive experience for prospects.
- The bots significantly reduced errors and legal risks by adhering strictly to the provided scripts and compliance guidelines.

Ultimately, the B2C call center reduced both labor and overhead costs by 70% without interrupting their workflow. With time, their efficiency increased as operations became more streamlined and focused. They transitioned their human agents to perform higher-skilled work.

How VoiceFusion Pre-qualification bots Transform Call Center Operations

Powered by natural language processing, machine learning, and scripting, VoiceFusion functions similarly to a human agent. By integrating VoiceFusion with existing systems, such as an internal knowledge base, FAQs, and a CRM system, call centers can customize their VoiceFusion bots to meet their specific needs. These integrations then enable the bot to pull critical context and data, as an average human agent would, to converse with customers or prospects accurately. Call center management can also train the conversational AI using programmed scripts, ensuring it follows processes and maintains compliance standards as it interacts with leads. Users can even pre-load personas to the bot, giving it diverse personalities and empathetic speech patterns that can give prospects a better experience than a traditional IVR or even Tier 1 support.



These unique features make the VoiceFusion Pre-qualification bot incredibly human-like, enabling it to respond naturally to leads and even handle interruptions without disturbing the natural flow of the call. Machine learning allows the VoiceFusion bot to retain information from previous calls and text conversations with a lead, using that information as context and a reference during future calls. The bot also facilitates omnichannel interactions, seamlessly conversing with leads across phone and SMS channels. Then, when it's time to pass a lead along to a human agent, the bot can initiate a cold or warm transfer, empowering the human agent with essential information to close the sale.

With this robust feature set, VoiceFusion bots have numerous use cases within a call center, including:

1 Lead Qualification

AI agents can automatically contact leads or converse with leads for prequalification. They can initiate outbound calls or receive inbound calls from prospects, collect essential information, ensure prospects are qualified for a sale, and pass them along to a human agent for the more complex sales interactions.

2 Appointment Scheduling

AI voice agents can contact potential clients to schedule appointments, consultations, or service calls. AI bots can schedule demos or initiate sales meetings with leads. Then, they can handle back-and-forth scheduling, send reminders, and reschedule if necessary.

3 Answering FAQs

AI agents can answer simple questions or automate straightforward tasks for callers. This functionality helps reduce call volume while freeing human agents to maximize their time handling more complex interactions.

4 Call Insights

VoiceFusion bots support better data insight, automatically documenting call transcripts and collecting key data from interactions in the platform's reporting.

5 Call Center Rollover

VoiceFusion bots support better data insight, automatically documenting call transcripts and collecting key data from interactions in the platform's reporting.

[Request a demo](#)