

IMPROVING LEAD GENERATION ROI WITH TECHNOLOGY

Quote Velocity achieves 35-45% lift in connected calls and cuts their call tracking costs in half by switching to Ringba.

Ringba

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BACKGROUND:

Based in Boca Raton, Florida, Quote Velocity is a provider of real-time web leads and live transfers. Utilizing their owned and operated call center and proprietary technology stack, Quote Velocity is able to deliver highly customizable solution packages to their clients.

"Our focus and mission is to drive high-quality calls in the finance, insurance, and healthcare verticals." says CEO and Co-Founder, Manny Zuccarelli.

"We take a deep interest in our client's business models and do our best to understand what will truly move the needle for them. And then deliver exactly that."

Technology has always been a core part of Quote Velocity's business model and their team prides themselves on leveraging that technology to improve customer experiences and increase their partners' return on investment.

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CHALLENGE:

Operating in some of the most competitive verticals in the performance marketing industry, the Quote Velocity team is fanatical about quality assurance and running campaigns by the numbers to squeeze every bit of value out of their calls.

"The primary challenge that we were facing was the call tracking software that we had used initially offered us absolutely no customer support, no feedback, no assistance with strategy of any kind; whatsoever," says Zuccarelli, "When we discussed this with them, their response was that we needed to pay more to receive any support for their product at all. I understand that we were relatively small customers for them but still, that response was unacceptable for us. That's when we realized we needed to switch."

When you're competing in an industry that moves literally at the speed of light, filing tickets and waiting seven days for a response can result in lost deals, upset clients, and complete failure.

Ringba's mission is to build the Pay Per Call industry's most advanced technology, and to help our clients achieve a greater earnings per call than any of our competitors. To accomplish our mission it is imperative that we listen to our clients, always be open to feedback, and constantly improve our product.

This is why our support team is exclusively made up of software developers and product engineers capable of translating our client's challenges into actionable solutions. By only hiring software and product engineers to do customer support, Ringba is able to provide an unparalleled client experience that is a true partnership. We are invested in our client's futures.

> **We didn't come from the call space so it was a new challenge for us in a lot of exciting ways. Ringba's team was the only one who offered us what we needed, in addition to the technology we needed to be successful and make that happen.**

SOLUTION:

Working hands-on with our expert team of support engineers, Quote Velocity migrated from their previous provider to Ringba, the smarter alternative for businesses that need a team they can rely on.

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Real-Time Dynamic Call Tracking

Quote Velocity placed Ringba's JavaScript across all of their landing pages and funnels, allowing Ringba to capture UTM parameters, keywords, and other data required to properly track the customer journey.

Combined with the native user data Ringba automatically collects, their access to a vast amount of caller metadata gives QuoteVelicity the ability to make intelligent real-time routing decisions when qualifying calls and optimizing their campaigns.

Complex Call Flows Simplified

"The QuoteVelocity team presented Ringba with explicit and highly complex routing instructions for their campaigns that surprised Ringba's senior engineering team. After a thorough review, we were able to put together a plan, train the stakeholders on how to implement all of the routing functionality they needed, and followed up after testing to help optimize and streamline the results based on the data.

"I thought there was no way we were going to be able to create this routing flow, but Ringba already had the functionality built-in. We didn't have to request any customization or anything. I couldn't believe it." Zuccarelli said. "Ringba gave us the ability to create more complex workflows. Switching really made all the difference in the world for us and the future of our business."

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Real-Time Data Enrichment with Instant Caller Profile

The Ringba team reviewed QuoteVelocity's workflows and found that they were losing a significant amount of revenue to consumer drop-off during their journey through the IVR paths. We presented this data along with an implementation plan to improve conversion rate.

"The ability to bypass IVRs with Ringba's Instant Caller Profile and automatic caller data enrichment made a huge difference to our return on marketing dollars" says Zuccarelli. "So many consumers enter in the wrong zip code, make a mistake, or don't know how to go back so they hang up. I never would've guessed how many calls dropped off because of that."

Ringba's Instant Caller Profile technology aggregates data from various sources, and appends it to a Caller ID before the caller hears the first ring. Examples of this data include full addresses with zip code, property data, financial and demographic data, automotive ownership data, etc. Quote Velocity is able to leverage this data for improved buyer payouts, omnichannel retargeting, and better overall targeting for their media buys.

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RESULTS:

50% Reduction in Call Tracking Costs

With no predatory contracts, setup fees, support fees, minimums, or bundled minutes, Ringba offers partners a purely usage based model that scales up and down with their business.

“Since switching to Ringba, we are paying 50% less for our call tracking,” says Zuccarelli. “Their financial incentives are aligned with our success. Ringba truly is a partner in our business."

30-45% Lift in Connected Calls

With only a few clicks QuoteVelocity was able to implement Ringba’s Instant Caller Profiles technology and bypass the zip-code collection portion of their IVR for the vast majority of callers. Zip-codes were pulled from property records, utility bills, and other available data sources and then applied to routing plans to ensure callers were connected with the best buyer possible.

“We compared our call traffic before and after implementing Instant Caller Profile and saw a 35-45% increase in throughput and connected calls. That’s your margin, it’s crazy.”

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FUTURE:

Manny and the Quote Velocity team have recently started using Ringba's call trading Ping Tree technology and are excited to expand their programmatic call channel while they continue to scale.

"We are eager to see how that grows. Ringba opened up all these new and profitable opportunities for our business with their Ping Tree. It's almost like they know what we are going to need to be successful even before we do," says Zuccarelli. "Ringba really excels in remaining focused at what they do best - building great performance marketing software and assisting their clients in growing."

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