

Leading Financial Services Company Boosts Call Conversions by 52 Percent with CanadaDirect's Voice Assistant Solution (VAS)

The Challenges

For a leading financial services company with over \$65 million in revenue, live outbound telemarketing campaigns were delivering results that were on par with industry standards. To present its tier-one banking clients in the best possible light, however, the company wished to improve brand consistency, increase customer satisfaction, reduce order costs, and boost sales. To deliver impeccable service on behalf of its banking clients, the company needed a solution that would:



Improve customer satisfaction



Reduce complaints



Boost sales and reduce acquisition costs



Enhance brand perception



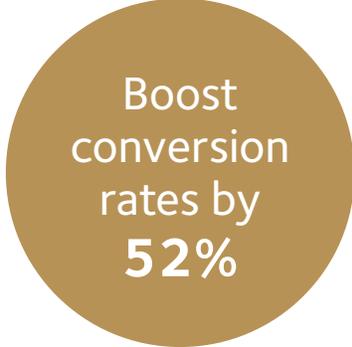
Keep agents on script on every call, without increasing training costs

The Results

After researching competitive solutions and weighing the pros and cons, the company chose to test out CanadaDirect's Voice Assistant Solution (VAS). During a three-month pilot, CanadaDirect's VAS was tested head-to-head alongside a live telemarketing campaign. In just a few months, CanadaDirect's Voice Assistant Solution outperformed the live agents. Once the pilot was complete, it became clear that CanadaDirect's VAS was superior to a live telemarketing campaign.

With CanadaDirect's Voice Assistant Solution, the company was able to:

- Increase sales per hour by 19 percent
- Decrease costs per order by 20 percent
- Cut its quality monitoring budget by 75 percent
- Drastically reduce customer complaints
- Reduce talk time and enhance agent efficiency
- Decrease callbacks and improve customer satisfaction
- Reduce training costs and boost agent morale



Boost
conversion
rates by
52%

“We were extremely pleased with CanadaDirect's Voice Assistant Solution. The team spent an extensive amount of time listening to calls and tweaking VAS recordings to perfection, and we achieved peak performance after only two weeks of calling.”

– Senior VP of Enhancement, Financial Services Company

Why Choose a Voice Assistant Solution?

With CanadaDirect's Voice Assistant Solution (VAS), your telemarketing agents deliver the perfect call every time. With just the click of a button, agents can use prerecorded audio to handle presentations, responses, rebuttals, and order taking. Every call is managed by a live agent, so each interaction feels like a real conversation. Maintain a positive brand image, boost results, reduce acquisition costs, and meet compliance measures with ease.

Make Every Agent Your Best Agent

Schedule a complimentary consultation to experience the power of CanadaDirect's Voice Assistant Solution.

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