

A CALLENGINE CLIENT SUCCESS STORY

FEATURING



Progrexion



“CallEngine has become our benchmark. We hold our other partners to CallEngine’s standard, because we now know how good it can be.”

– Natalie Devine

We recently interviewed Natalie Devine, Senior Online Affiliate Manager at Progrexion, the marketing arm for two credit repair companies, Lexington Law Firm and CreditRepair.com.

Over 40 million Americans have inaccurate, unfair or unsubstantiated negative items on their credit reports. Progrexion’s technology facilitates communications with all three credit bureaus and creditors, helping people address questionable negative items that are hurting their credit. With both brands viewed as leaders in the credit repair space, they have collectively helped millions of people repair their credit and improve their financial situation.

INTERVIEW

CE: Please introduce yourself and tell us about your specific role at Progrexion.

ND: My name is Natalie Devine. I am the Senior Online Affiliate Manager at Progrexion. I oversee the Online Affiliate and Pay Per Call marketing channels for the organization.

CE: What role do phone calls play in your customer acquisition strategy?

ND: Phone calls make up a majority of our sales volume, so they are extremely important. Customers dealing with credit issues want to talk to someone who can look into and assess their specific information. Considering that's exactly what we provide, running pay per call campaigns is a no-brainer for us. The more phone calls we can drive, the higher the success rate is for sign up.

CE: How does your strategy for handling incoming phone calls differ from other customer acquisition initiatives?

ND: It's very different. We prioritize different traffic sources and even have different agent skill levels handling certain types of calls. This allows us to really tailor the experience to where each person is coming from and what information they have prior to calling us. We work with all different types of verticals, ranging from loan denials to collections, and it helps to have this information available in order to create the best experience possible for the consumer.

CE: How have you been able to overcome typical call center challenges such as caller hold times and the general optimization of sales agents?

ND: We still have hold time issues during certain times of the year, though we try to manage it as best as possible. One thing we do is prioritize traffic based on quality. In other words, the best traffic is answered first. This helps us maximize our efforts. We also cap some of our lower-performing traffic to help manage those hold times. This is the nature of our business and we don't want to get to a point where we're answering every single call, because that will most likely mean that our volume has dropped significantly, or that we're spending too much money on our call center cost and labor.

CE: When you began working with CallEngine, what was your primary goal?

ND: CallEngine was one of the first pay per call partners who we really saw success with. Our primary goal was to test this channel to see if it would even work for us. We traditionally work on a CPA basis, so it was scary to take on the additional risk and branch out into this space. Once we saw that it was possible to make the numbers work with CallEngine however, our focus switched to growth and optimization.

CE: What do you consider to be the main benefit of working with CallEngine?

ND: By far the main benefit of working with CallEngine is the people. Everyone I have worked with there is amazing. The level of transparency we have with them makes it easy for us to be open and honest and grow together. There are plenty of companies out there who promise to flood you with volume, but there aren't many who are as easy to work with, or who actually care about the quality they're sending. This has made working with CallEngine easy, and given us confidence in growing the partnership. If there's ever any issues, I know I can talk to them about it and we can work together to find a solution that works for both parties.

CE: How important is the sharing of backend metrics (eg: sales conversions) to the long-term success of a pay per call campaign?

ND: This is extremely important for us, because when all is said and done, we're putting everything into CPA-focused metrics. Letting our partners know everything they need to in order to be successful is paramount. We want our partners to know exactly what is factored into the success of the campaign.

CE: Describe the general success you've had with CallEngine.

ND: We've had great success with CallEngine. We've not only been able to generate additional sales, but we've been able to prove out a whole new channel thanks to CallEngine—it has been huge for us. In fact, CallEngine has become our benchmark. We hold our other partners to CallEngine's standard, because we now know how good it can be.

CONCLUSION

The mutual success that our companies have achieved together is a testament to the transparent relationship that we have cultivated and a dedication to ongoing campaign optimization made possible through consistent sharing of backend metrics. Looking to the future, we are poised to expand our relationship through new distribution and technology efforts. CallEngine would like to thank Natalie Devine and the Progrexion team for being great partners.
