

CLIENT SUCCESS STORY

FEATURING



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– Amy Myers

We recently interviewed Amy Myers, Senior Director of Strategic Partnerships for Ovation Credit Services, a LendingTree company.

Credit affects every aspect of our financial lives. Ovation has designed their programs to help consumers achieve their optimum credit profile and provide peace of mind along the way. With its specialised credit repair processes, expertise, and superior customer service, Ovation has helped tens of thousands of Americans correct & improve their credit.

CE: Please introduce yourself and tell us about your specific role at Ovation Credit?

AM: Hi, My name is Amy Myers and I am the Senior Director of Strategic Partnerships for Ovation Credit Services, a LendingTree company. I both develop new strategic partnerships with companies such as CallEngine and also manage these accounts on a daily basis to ensure we not only are working with the best partners but are also being a good partner.

CE: How is Ovation uniquely positioned in the marketplace?

AM: Since June of 2018, Ovation has been a part of the LendingTree family. This has placed Ovation into a very unique position of being an integral part of a consumer's financial health throughout all of their financial decisions. Consumers can come to us when they are faced with challenges found on their credit reports and as we work with them to maximize their credit score we are also able to help them find reputable resources for whatever their next financial need may be – whether it is a mortgage, auto loan, student or business loan, personal loan or even insurance! We are here to help.

CE: How important are incoming phone calls to your customer acquisition strategy?

AM: Ovation has built its business strategy placing a primary focus on partners that can send us quality referrals from consumers that have concerns about what is being reported on their credit profiles. Because of great partners, such as CallEngine, we are now exclusively an inbound call center in Jacksonville, FL with the only outbound calls being from consumers that have requested a call back.

CE: How does your Pay Per Call strategy differ from that of other customer acquisition channels?

AM: Our Pay Per Call Campaigns are managed very differently from other customer acquisition channels. Pay Per Call campaigns require a high amount of daily focus to insure costs and conversions are in-line with expense to revenue ratios. Fortunately, CallEngine makes this easy. They are also looking for opportunities to optimize and improve transfers to remain a Tier 1 partner. We always prioritize their transfers at the highest level because we know they have done an excellent job pre-screening and targeting our ideal client.

CE: In your opinion, what sort of factors will dictate whether a Pay Per Call campaign is a success or a failure?

AM: I believe any successful Pay Per Call campaign relies primarily on communication and adaptability. If we can't have open and honest communications about what is and sometimes isn't working, then the partnership will never reach the level of success that we have seen with CallEngine. I also say adaptability because this too is a two-way street. We need partners that are willing to adapt based on seasonality, changing consumer

opinions, market factors and other metrics from time to time. We too want to show our adaptability to try new ventures and not rely on a “because we’ve always done it this way” type of mentality. Communication and adaptability lead to growth.

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

AM: CallEngine has been a great, long-term partner that we rely upon to meet our aggressive growth goals. We know that we can count on CallEngine to provide referrals from consumers with a genuine interest in improving their credit situation. I know that I can always count on immediate responsiveness if we see performance anomalies and I know I can count on them to find new avenues to additional growth opportunities. In a nutshell, CallEngine is a tremendous asset to our company!

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

AM: CallEngine has been an integral part of our growth and success over the past year. Without CallEngine, I don’t believe we could have nearly doubled our client base YOY. They have listened to our needs and not only faced the challenges we have presented them with but overcame every one of them. They are truly viewed as an extension of our company because we know that they are aligned with our business goals.

CE: If you could offer one piece of advice to a company that is considering making Pay Per Call a component of their marketing strategy, what would it be?

AM: My best advice to any company considering a Pay Per Call marketing channel would be to do your research on the company you are considering for your partner and make sure you have a mutual understanding of success. Understand how they are generating the leads. Understand their definition of what a successful partner looks like. Make sure they understand and are committed to your definition of success, too.

CONCLUSION

Together with Ovation, we have prepared a recipe for success based on open communication and adopting to various conditions and data. Our mutual commitment to optimisation has not only led to positive results thus far, but it will remain the foundation for future growth as we continue to uncover new opportunities for improvement. CallEngine would like to thank Amy Myers and Ovation for their ongoing partnership.
