



Fizber spurs growth with outbound lead development campaign; becomes fastest growing FSBO platform

Key Achievements

- Fizber agents now have 80 to 120 live conversations per day
- 15 minutes of post-call processing per call virtually eliminated
- Data and sales teams work seamlessly together with 40% productivity boost
- Team analytics improves management's analysis of agent successes and struggles

Fizber is an online "For Sale by Owner" platform that helps FSBOs market and sell their home, yielding clients cost savings as well as improved results. Since their inception two and half years ago, Fizber has employed full-time and part-time sales agents who engage in outbound sales.

Challenges and Objectives

Sales teams are often burdened with tasks that reduce the number of calls they are able to make.

Fizber's workflow process - which demanded significant coordination between its data team and sales team - was causing such inefficiencies. Initially, the data team was providing its sales staff with a list of leads each day on a shared document. Dials were being made manually. Voicemails were being left manually. In

"We're seeing some good growth. It's exciting stuff, and PhoneBurner is a big part of it."

Melissa McKeever

VP of Sales and Customer Relations

addition, agents needed to perform 15 minutes of post-call processing - including notes, data reporting, and lead categorization - in order for the data team to perform necessary actions and follow-up.

Management was eager to find a way to streamline this process to facilitate coordination between the two teams, and maximize the amount of time sales agents could spend calling leads.

The Solution

Fizber's data team began uploading leads directly into PhoneBurner so sales agents could have their daily leads queued up and ready to go. The software eliminated the need for agents to dial manually and repeatedly leave the same voicemail.

Management also worked with PhoneBurner to virtually eliminate the sales rep's need to perform post-call processing. By customizing dialer sets, leads are now instantly categorized based on the result of the call, and notes are recorded and accessible by the data team. If needed, personalized follow-up emails can be sent to the leads with one click.

The Results

80 to 120 live conversations per day, per agent

Fizber's new process allows for a singular focus for its sales team—selling.

"PhoneBurner basically cut out 30-40% of the time and effort that callers invested... which is now devoted entirely to sales," explains Melissa McKeever. "Because of how easy it is to use, and how streamlined it makes that whole process... full-time callers probably talk to anywhere between 80 and 120 people a day, which is really awesome."

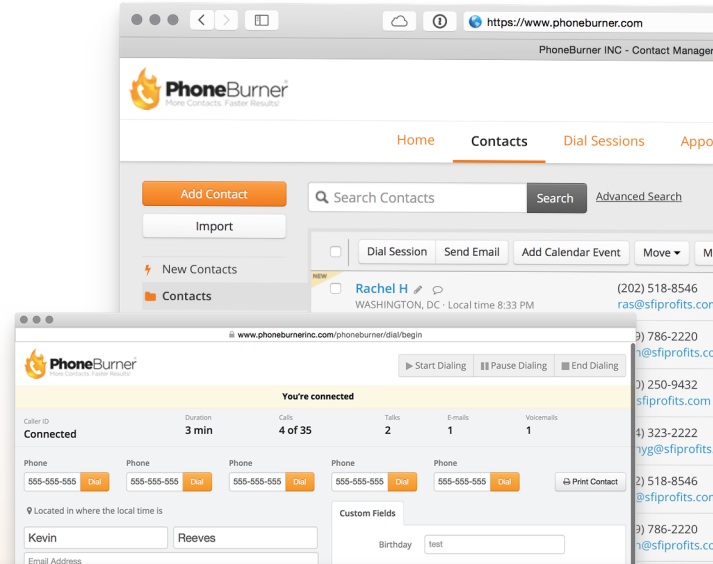
Management has also found great value in PhoneBurner's team reporting tools. Analytics provide a snapshot of what the team is doing, the number of calls and live answers by agent, and more. These metrics help management understand and react to swings in agent production.

McKeever estimates that productivity increased at least 40% in the first two months, and as PhoneBurner and Fizber has evolved, that has continuously increased. "The support team is awesome. Phoneburner is definitely a wonderful and integral part of our company."

About PhoneBurner

Based in Ladera Ranch CA, our team of software engineers, programmers, and sales pros are united in a single mission: help people using the phone as a sales tool, to sell better.

Since 2008, our platform has powered over 50 million calls, delivering dramatic increases in productivity and output to thousands of sales professionals and teams.



Key Features

- Power dial up to 80 contacts per hour.
- No connection delays. Period.
- Instantly leave voicemails and send emails.
- Track email opens, attachment views & link clicks.
- Manage, tag, sort, and distribute leads with ease.
- Customize your dialer to fit your workflows.
- Access insightful data with call tracking and recording.
- Cloud based... install nothing, dial anywhere.
- Dial from local area codes with Local ID.
- Integrate with your CRM, or use ours.
- No contracts. No setup fees.

Try PhoneBurner

To learn more about how PhoneBurner can increase your productivity and sales, or to schedule a live demo, please call us **888-300-7371** or email us at sales@phoneburner.com.



Start your free trial (no credit card needed).

www.PhoneBurner.com

The PhoneBurner Team

What Users Are Saying...

"I'd give it 10/5 if I could... It has far exceeded my expectations for ease of use, comprehensive features, really cool things I discover every day that have me go WOW."

Mark Holland

President, Rad Results Training

"My background is in phone sales and call-center management so I've used and researched many dialers. Phoneburner blows everything out of the water for the price and simplicity."

Kat Clemens

CEO, Kat Calling

"The production boost was excellent, but what really sets PhoneBurner apart is how much customization you have over your software! Customer service is superb! 5 stars!"

Jillian Slockbower

Slockbower Insurance Services