



## High quality infomercial producer achieves higher profits by delivering measurable ROI to its clients

**National Media Connection relies on Who's Calling to prove the value of its products and eliminate lost leads.**

National Media Connection produces high quality, customized infomercials. The infomercials typically generate a torrent of inbound telephone leads that can easily overwhelm a traditional third-party call center - especially if the infomercial is marketing a complex financial product such as a mortgage or home equity loan.

Calls were lost, missed or fumbled by unprepared operators. Many of the leads generated by the infomercials never reached the clients. That made it difficult for clients to justify spending more money on the infomercials.

Matt Goldreich, the company's president, could see from the call data that his infomercials were drawing attention and generating leads. "We had a hot product, but we were running around in circles. We would sign clients and then lose them. It became a revolving door," Goldreich recalls.

He began looking for a dependable method for converting more of those leads into sales.

"A call center might receive 30 calls and only deliver 15 leads," says Goldreich. "That's a huge drop off. Another problem is the way call centers pass leads back to the client. The call center emails a list of new leads to the client every couple of hours. But in many instances, the emails just sit in the client's inbox. I had one client sitting on 400 leads!"

Goldreich knew he had to think of something dramatic to make his clients pay attention to the leads generated by the infomercials. His solution was Who's Calling.

"With Who's Calling, we can send every call directly to our clients. They see their phones lighting up and hear their phones ringing. That makes a huge difference in their perception of how well our infomercials are working," says Goldreich. "Now our clients are excited and happy."

For National Media Connection, the impact has been phenomenal. "Our clients now take calls directly instead of going through a call center. And best of all, we track every single call. No leads are lost, even if the caller hangs up after a few seconds. We know the precise source of each lead. It's a tremendous advantage for us and for our clients."

Who's Calling also enables National Media Connection to record all inbound calls so they can be reviewed afterwards by a client. "Sometimes we discover that the client's operators are not following scripts, missing opportunities for sales, or in one case, actually arguing with callers. When the client heard with his own ears how his operators were performing, he realized he had to do a better job of training them. Now he reviews inbound calls routinely and coaches his operators to improve their performance."

Providing feedback, advice and guidance for clients is now a major selling point for National Media Connection, says Goldreich. "Helping our clients do a better job of selling has become a competitive edge. It's a classic win-win situation."

Who's Calling has helped National Media Connection increase retention, raise client satisfaction levels, reduce client defection rates, and improve overall profitability. "No other company could have had an impact like Who's Calling. The difference has been enormous," says Goldreich.

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**-- Matt Goldreich, President  
National Media Connection**

**Challenge:** The customized infomercials produced by National Media Connection generated tons of leads. But many of the

leads were lost or mishandled, either by third-party call centers or by the clients.

**Solution:** Who's Calling enabled National Media Connection to route inbound calls directly to the clients, eliminating the need for third-party call centers and eliminating lost leads. Who's Calling also enabled National Media Connection's clients to improve the effectiveness of their operators with better training, feedback, and coaching.

**Result:** National Media Connection's clients are more satisfied and more loyal. Defection rates are down, retention rates are up, and overall profitability has improved.

Call **1-866-688-9300** for a free consultation with your local Who's Calling consultant and find out why it pays to know Who's Calling.