



## Broker Agencies Now Using Agent Dialers to Stay Ahead of the Game

### **Company Background**

Broker Resources, Inc. prides itself on being a leader in the insurance benefits business. We specialize in businesses with 2 or more employees. We also market individual medical plans both on and off the Health Insurance Marketplace. We are approved to sell Medicare Advantage and Part D Prescription Drug plans as well as traditional Medicare Supplement plans. We represent all the leading Carriers for Medical, Dental, Vision, Life & Disability. In addition, we are General Agents for Starmack, ATA, and AIG/American General. Our services include pre-sale guidance, product specific information, carrier proposals, underwriting assistance, policy delivery and continued post-sales, service, and renewal support.

### **The Challenge**

Due to our increase in clientele over the past few years, our past agent dialer service provider wasn't advanced enough to handle the workload my business needs attending to. Additionally, we had to pay a hefty monthly fee for these services which wasn't ideal for our allocated marketing funds. Furthermore, we weren't thoroughly impressed by the software as it came equipped with a variety of bugs in which we spent countless hours on the support line trying to fix these issues at hand. These type of concerns are not optimal for a growing entity when our gears are in full effect. In the case that something slows us down, it's hard to backtrack as work piles on top of each other on a daily basis. We were fully aware it was time for an upgrade to our system, however we didn't know where to go. We knew we didn't want to waste anytime searching for the right one.

### **The Solution**

Luckily, one of my colleagues recommended Voicent. Of course I came across its website in my off hours and was carefully inspecting its predictive dialer software. I had called the sales department to ask extensive questions regarding its products and they were nothing but professional about the matter. Soon after we had purchased the software and have been using it for quite some time with no problems. All of my agents only needed three essential items, a headset, a computer, and an internet connection to get started. Voicent gave us the ability to combine two different aspects of our company into one, giving us a large array of possibilities. Michael A. Brown, CEO of Brokers Resources, Inc states, "We have been using Voicent Agent Dialer for a few years and we are very happy with the product and customer service. The product works very well with our business application."

### **Financial Remedy**

As any growing business can relate to, nobody wants to spend thousands of dollars each month on software. Brown says, "Since the product is a one-time only purchase, it is cost-saving. Due to our increased usage of the product we have upgraded Agent Dialer to more lines and increased our productivity." Voicent's hosted solution and its pay-as-you go pricing allows us to keep purchases controlled and maintained. With this in mind, during different months throughout the year we fluctuate

the use of Voicent's products and we can do so accordingly by purchasing additional add-ons by adding more agent lines for busy days. I was concerned with the predictive dialer because I was unaware if it was able to handle my workload, but fortunately I was able to purchase additional lines, more agent slots to adequately improve my sales department, and it worked like a charm. All in all, Voicent's Agent Dialer was a huge success for my business and it has immensely increased productivity around the workspace.