

RESOURCES / CASE STUDIES

ECCOGROUP USA • BPO • OUTBOUND AND INBOUND FOR VERIZON

72% higher contact rate on Verizon calls

EccoGroup USA moved its Verizon dialing to Palera. Calls now reach customers branded as Verizon and carrier verified, and more of them get answered.

+72%

contact rate on outbound calls

10 to 7 min

live chat handle time

Verizon

name on every handset, carrier verified

THE CHALLENGE

What was in the way

- On their previous dialing platform, caller IDs had to be updated by hand.
- The caller name customers saw was ECCOGROUP, a company they had never heard of, so many calls went unanswered.
- On inbound chat, agents often started without the earlier conversation, so customers repeated themselves and chats ran long.

WHAT CHANGED

What Palera changed

- Every outbound call now arrives branded as VERIZON and carrier verified, the brand the customer actually has a relationship with.
- Number intelligence keeps each line off spam lists without anyone updating caller IDs by hand.
- Live agents open every chat with the full prior conversation in front of them, so nobody repeats anything.

RESULTS

What changed

MEASURE	BEFORE	ON PALERA
Outbound contact rate	Baseline	+72%
Caller name on the handset	ECCOGROUP	VERIZON, carrier verified
Caller ID updates	By hand	Automatic
Live chat handle time	10 minutes	7 minutes

EccoGroup charges its clients per chat, so a 30% shorter handle time means more revenue for every agent hour.

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Now we are cooking with gas. On our old platform we updated caller IDs by hand and the CNAM came up as ECCOGROUP instead of VERIZON.

Tyson Chavarie
CTO, EccoGroup USA

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Our clients each want a different AI agent. Palera is the one place we can score all of them against our own people, coach them the same way, and show every client exactly how their agents are doing.

Tyson Chavarie
CTO, EccoGroup USA