

## **Fit Turf Uses MarkeTel to improve Call Center Productivity and Profitability**

### **Introduction**

Fit Turf is a leading provider of year round lawn and yard care services serving the Colorado area. They run an outbound call centre, and plan to increase their customer numbers at a rate of 40% per year. Fit Turf was experiencing business challenges with their previous dialing system. The challenges were not only resolved when Fit Turf replaced their dialer with a MarkeTel Pursuit® Predictive Dialer, but they also saw a tremendous increase in productivity and revenue.

### **Challenges**

Fit Turf was faced with very costly maintenance fees, limited technical support, and a lack of the ability to integrate with their customer relationship management (CRM) software, with their legacy dialer.

### **Solution**

Fit Turf replaced their old system with an advanced telephony server, the MarkeTel Pursuit® Predictive Dialer. The solution allowed Fit Turf to enjoy dramatically lower ongoing license and annual support fees, in addition to gaining complete technical and sales support. Furthermore, the MarkeTel Pursuit® solution allowed for total integration with Fit Turf's CRM.

### **Results**

Fit Turf's business challenges have been resolved by their decision to switch to MarkeTel Pursuit®. They have enjoyed substantial cost savings, improved sales, better information management, enhanced agent performance, lower staff turnover, reduced training time, and an overall improvement in contact centre management. In making the decision to replace their competing dialer with MarkeTel, Paul Wagner, President of Fit Turf states "Despite the fact that we had just made a larger investment in our previous system, we found that the superior MarkeTel equipment, service and support as well as the reasonable pricing, made it a no-brainer for us to switch."

Fit Turf's CRM seamlessly integrates with MarkeTel's solution. As such, they've been experiencing a number of benefits that did not exist with the previous dialer. Smooth interaction between the dialer and CRM allow for customer information to be readily available, resulting in improved customer service, productivity, and additional savings.

MarkeTel's simple, reliable and effective products, combined with first hand experience in contact centre operations results in the ability to provide complete solution based support to customers. In working with both the sales and technical support teams, Paul adds, "We are thrilled with every aspect of our experience. They are great to work with

and go out of their way to provide top-notch service."

### **Cost Benefit**

The cost of MarkeTel's entire solution, including hardware, software, licensing and initial support, was less than one year of just the annual maintenance fees which Fit Turf was paying prior to using MarkeTel. With ongoing licensing and support costs being drastically lower, Fit Turf enjoys substantial cost savings on a continual basis and ultimately, improves their bottom line.

### **Conclusion**

Fit Turf's business challenges were addressed by their decision to switch to a MarkeTel solution. As a MarkeTel customer, Paul, President of Fit Turf, speaks about our ability to provide a customized and affordable solution by stating, "I strongly recommend MarkeTel to anyone considering a predictive dialer system. Switching to MarkeTel has proven to be one of the best decisions we've made this year."

### **The MarkeTel Solution**

The MarkeTel Pursuit - Advanced Telephony Server is a task focused predictive dialing solution designed to increase productivity as an outbound dialer. The MarkeTel Pursuit is a custom built to scale solution designed to meet the changing needs of small to medium sized businesses. Additionally, add on applications are open to programming by either MarkeTel and/or the end user.

Key benefits:

- Quick Return on Investment (ROI)
- World class level support
- Customized support solutions
- Integration with existing CRM's
- Substantial cost savings, improved sales, and better information management
- Enhanced agent performance and lower staff turnover
- Overall improvement in contact center management
- **Simple, Reliable, and Effective**

MarkeTel's solution proved to be the best decision Fit Turf made last year! To find out more about MarkeTel, and what competitive advantages we can provide your company with, contact our knowledgeable Contact Center Solutions team at [1-800-289-8616](tel:1-800-289-8616) or visit us online at: [www.marketelsystems.com](http://www.marketelsystems.com)