SafeSoftSolutions

Client:

*Ned Stevens of Long Island
(Home Servicing Business)*

Business:

*Ned Stevens Gutter Cleaning of
Long Island is a customer-oriented
business providing gutter cleaning,
installation, repairs and protection
in Nassau and Suffolk counties and
Long Beach in Long Island, New
York.*

Solution:

*SafeSoft Solutions' Market Dialer
with Predictive Dialer*

Success:

- *Used SafeSoft to moderate the
  seasonality of their business.*
- *Quadrupled production in a mat-
  ter of months.*
- *Improved collections and cash
  flow.*

*"SafeSoft was an integral part of
our growth - we didn't have the
resources using manual dialing in a
compressed amount of time during
the busy season - predictive dialing
lets us reach many more people,"*

*— Seth Goldberg, Partner, Ned Stevens
of Long Island*

Ned Stevens Gutter Cleaning of Long Island Quadruples Production Using SafeSoft Solutions

Challenge

Few homeowners relish the thought of cleaning their gutters - the trough that carries rainwater away from the roof. It's messy, unglamorous, and it can be dangerous. Yet, it's important, as debris, algae, moss, leaves and other materials can accumulate, causing damage to the house from overflows or the constant presence of moisture. On Long Island, New York, residents tend to pay Ned Stevens Gutter Cleaning to deal with the prob-lem.

Seth Goldberg is a partner in the privately-owned company, which oper-ates in Nassau and Suffolk counties, and is the only existing Ned Stevens license in Long Island. The population of Long Island is roughly 8 million people - Seth's firm cleans a lot of gutters.

Seth attributes much of his company's success to the selection of SafeSoft Solutions to automate sales, marketing and receivables collections. The business grew rapidly in the months after implementing SafeSoft's Market Dialer, allowing Seth to expand their offerings, by adding power washing, roof washing and window washing services. The sale of these new servic-es has simply been rolled into existing campaign procedures built around the SafeSoft platform.

The business has inherent seasonality, as spring and fall are prime times to clear roof debris and clean gutters.

Solution

"SafeSoft was an integral part of our growth - we didn't have the re-sources using manual dialing in a compressed amount of time during the busy season - predictive dialing lets us reach many more people,"

Seth explained.

Using manual dialing, Seth said, they were able to make perhaps 300 to 400 sales calls per day. Now with SafeSoft, they routinely make 1,500 calls per day, and sometimes more than 2,000. "Our employee resource pool is finite, " he said. "We have a limited salary budget and can't just bring in a bunch of new sales agents to ramp up volume. SafeSoft allows us to maximize our fixed budget."

Seth confessed that, after committing to switch from manual to automated dialing, he first selected a company "that was a little cheaper. It was the worst experience I ever had, customer service was poor, and they lasted two weeks. I clearly saw the difference between the two companies - I never really knew what the technology could do until I started using SafeSoft."

As the partner in charge of sales, marketing and advertising, Seth explained that he always takes advantage of SafeSoft's campaign capabilities to tailor the outbound message to the season.

They run seasonal campaigns that are very intensive, and reach out three times to over 25,000 customers by telephone in just a few weeks. They also run monthly promotional campaigns, keeping the dialer active day-in and day-out.

SafeSoft's reporting and tracking capabilities allow Seth to determine which months of the season and which days of the week produce the most people picking up the phone. Knowing which days are the best to call helps immensely with staffing and scheduling.

"We maintain all the data from the predictive dialer, and create our own reports to query the data. We log customer objections, so we're able to see what the common sales objections are, and develop responses," Seth said. "We're also able to find

disparities where one salesperson is able to overcome objections and others aren't. From that we're able to educate the other sales reps on what works."

The company also takes advantage of SafeSoft's call recording capabilities. Every call is recorded and saved for one year, providing a database of calls to review to help train new sales agents and monitor overall call quality.

To better manage account receivables, Seth creates lists of outstanding accounts and loads them directly into Market Dialer which speeds the process of collecting. Agents talk to past-due customers if they pick up the phone, or leave them a gentle reminder on voice mail if they don't. Using SafeSoft, the company is able to drive down its Days Sales Outstanding metric, and keep cash moving through the business. Not only is revenue higher, but cash flow is better too.

Success

"We've seen rapid growth since switching to SafeSoft," Seth said, "and as we've added new products we've been able to more fully use Market Dialer throughout the year."

Nima Hakimi, CEO of SafeSoft Solutions, points to Ned Stevens Gutter Cleaning of Long Island as a picture-perfect model of a company using SafeSoft technology to improve sales and marketing productivity and accelerate revenue growth. "They're doing everything right," he said.

Companies across a diverse range of industry sectors take advantage of SafeSoft's solution set to drive new revenue, expand their business and lower their cost-of-sales. Any business owner challenged with the problem of how to increase sales should start a dialog with SafeSoft and see how our cloud-based sales and marketing productivity tools can help.

About **SafeSoft** Solutions

When companies want today's most innovative telemarketing and call center software, they turn to SafeSoft Solutions. We are committed to removing the investment barrier to technology adoption. When you implement a SafeSoft cloud-based call center solution, you get a complete package – for one affordable monthly user fee. You simply "pay as you go," using the service as long as you like, and stopping at anytime, with no cancellation fee or penalty of any kind. We are changing the industry by delivering on the promise and power of the Internet in ways that free companies to innovate and adapt.

Find Out More

To learn more about cloud-based call center software from SafeSoft Solutions – and how we can help you boost customer satisfaction and retention – visit us at www.safesoftsolutions.com.

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