



Business Leads Company: Expanding with Adaptive

“The Adaptive Predictive Dialler has increased productivity and helped the expansion of Business Leads Company”

Peter Thomas- Calls Centre Manager, Business Leads Company



Business Leads Company uses an Adaptive Predictive Dialler to help generate more sales leads.

Business Leads Company is a UK based organisation, which provides telemarketing solutions to a wide range of industries. Since it was launched in 2004, Business Leads Company has expanded rapidly. Originally, the company’s objective was to generate appointments for national financial advisors and mortgage companies. However, since then Business Leads Company has started appointment setting for other industries, such as accounting, IT, business finance, education and much more.

In 2004, Business Leads Company had a small sales team, manually dialling calls from a list of contacts. This proved to be a long, slow and tedious process.

Automating Process

Business Leads Company faced a dilemma. “As a small but fast growing company, we saw diallers as expensive, and knew that a large system would require a dedicated person to manage it. We wanted to expand the sales team, and needed a product that would enable our company to grow. The Adaptive dialler was introduced to us as a ‘plug in and play’ product, which you could easily set up, didn’t need constant monitoring and gave us good control in terms of reporting”, Peter Thomas, Call Centre Manager, remembers.

Opening New Doors

Peter explains how Adaptive has helped the company expand: “Having a dialler has helped us to bring in a bigger sales team and, due to the sheer number of calls that the team make, we make more money” Peter estimates that over 100 calls per hour are made by his agents. “It has given us the confidence to take on new projects. We can say to customers that we are able to supply them with the number of leads they are looking for”, Peter enthuses.

Because the Adaptive Predictive Dialler can run multiple campaigns, Peter has the ability to take on different projects at the same time. This can be done by assigning different campaigns to different teams, and altering the size of the teams based on the importance of the project.

“In the future we aim to double our current sales team. We are confident that we can not only work in the same industry, but in many others too, and the dialler helps us to do this”, Peter reveals. The ability to add more licences or campaigns gives Business Leads Company the opportunity to expand at their own pace. This flexibility shows that purchasing an Adaptive Predictive Dialler is a long term business investment, as NMS Adaptive understands that business is forever changing and developing.

Simplifying Management

Peter is now left with more time to manage his team effectively, rather than worry about bad data or slow dialling. “It doesn’t take long to set up a campaign, and once it’s set up it runs without interference. Reporting features also allow you to identify bad data more quickly, because of the sheer pace. It manages itself; you can set it up in the morning and forget about it”, Peter explains.

The dialler is also an excellent tool when managing a team. “It continuously provides calls for the agent, instead of them manually dialling calls at their own pace” Peter says. “I can see if the campaign is successful, and whether or not my agents are being productive”, he continues.

Here to Help You

The Adaptive team are dedicated to providing excellent customer service. “The Adaptive team are knowledgeable about the products, and are very willing to assist with any problems and find a solution”, Peter says, and adds: “They really go above and beyond their job specifications”.

To summarise, the Adaptive Predictive Dialler has increased productivity and helped the expansion of Business Leads Company. Peter concludes: “Phill (the Managing Director at NMS Adaptive) has asked me to demonstrate the dialler to other people, and I am quite happy to do this”.