

## Disability Group Inc: Screen Popping with Adaptive

**“The Adaptive applications are tremendous. This is huge!”  
Alex Warren, Operations Manager, Disability Group Inc**

Disability Group Inc uses Adaptive CTI Professional and an Adaptive Progressive Dialler to improve accuracy and boost sales.

Disability Group Inc is an organisation based in the USA, which helps disabled people to claim the help and support that they are entitled to. Originally, Disability Group Inc purchased Adaptive CTI Professional. “When we purchased a new phone system, we really wanted screen popping software, so Adaptive was a perfect fit”, Alex Warren, Operations Manager, remembers.

### Improving Accuracy

The Adaptive CTI Professional screen pops with a Salesforce.com database. Previously, Disability Group did not have either system in place. Screen popping encourages the sales team to update records on the spot, meaning that they are more accurate. Alex has since found that he can see clear and concise sales data. “None of the other applications we saw would talk to our CRM system. Adaptive CTI is the bridge between the phone and the database. Now, I can track which leads were eventually sales”, Alex explains.

### Maximising Sales

Previously, a large amount of time was spent updating records, which was unproductive. Adaptive CTI Professional has solved this issue, leading to an increase in sales and a more motivated sales office. “The sales team love it because they can update the records whilst talking to the customer. It saves them time, which they use to talk to more clients. The more people they talk to, the more money they make”, enthuses Alex.

The records that the team update allow Alex to assess data and choose a direction for marketing campaigns. “The information helps us to target better potential clients”, Alex says, and adds “we can find out which lead sources are successful, and focus on them”. Therefore, the sales agents can avoid timewasters and be more productive.

### The Next Step

Recently, Disability Group Inc bought an Adaptive Progressive Dialler. Previously, all of the telephone calls were manually dialled. This has also helped the organisation of the team. “The main benefit of the dialler is that it helps us to manage appointments across a large

team of people. This stops us from calling the same person twice”, Alex reveals. The Adaptive Progressive Dialler has also led to more sales. “We have seen an uptake in the number of calls that we are able to make every day. It has made a huge difference to our sales team”, Alex adds.

### **Supporting You**

To summarise, the Adaptive products have improved accuracy, saved time and increased sales for Disability Group Inc. The Adaptive team are also committed to providing excellent customer service. “The way that we wanted to do the lead source tracking was challenging but the Adaptive team solved that for us. They were fantastic”, concludes Alex.