REVAMP 365

Turnkey BPO Solutions for
Revamp365.Ai from

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About Client

Revamp365.ai (RVMP) is an online real estate fix and flip business platform. Started as a modest home buyer business, the platform has now transformed into a comprehensive marketplace that acquires properties, refurbishes them, and offers them for sale. With an inventory of 2000+ homes listings, RVMP is helping homeowners sell their property easily and providing golden investment opportunities to investors.
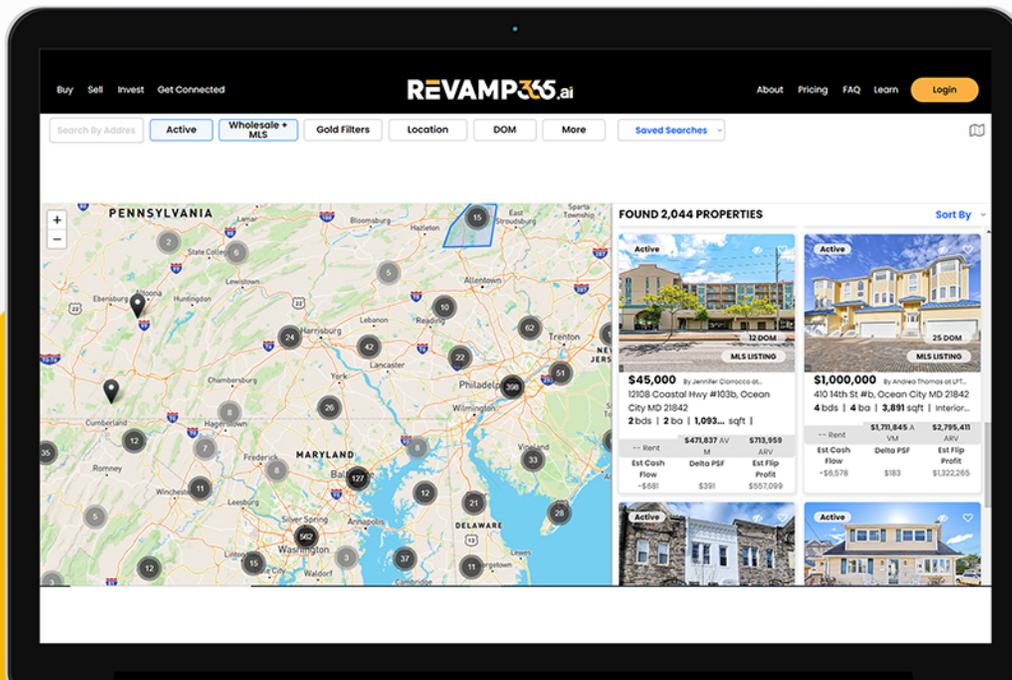
Background

Before reaching out to CrecenTech, Drew (RVMP's owner) hired a customer acquisition team, but results were not up to par. The major problems were that cold calling team was using manual dialers, had unqualified leads and there was no standardized sales process. Results? Client acquisition was close to none.

Drew himself had extensive experience in the real estate business and knew that he needed to push his outreach efforts to achieve his business goal. That is when he decided to take expert assistance and reached out to CrecenTech for an all-inclusive BPO solution for his business.

Challenges

(Identification of Errors)

Upon analyzing the client's situation, our team identified the following major challenges:

• RVMP's outbound calls activities were quite inconsistent, there was no follow-up strategy, which caused excessive lead spoiling.

• About **75% of leads were outdated** and missing basic information like homeowners' names and property information.

• **No standardized sales processes,** sales pitch, rebuttals, or follow-up schedules.

• Due to **manual dialing limitations** the outbound calls volume was a maximum of 300 dials per day.

• **Zero inbound calls,** at that time.

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Revamp365.Ai was struggling to connect with their clients and get sales. They needed all-inclusive BPO solutions to turn the situation, so CrecenTech offered the following solutions.
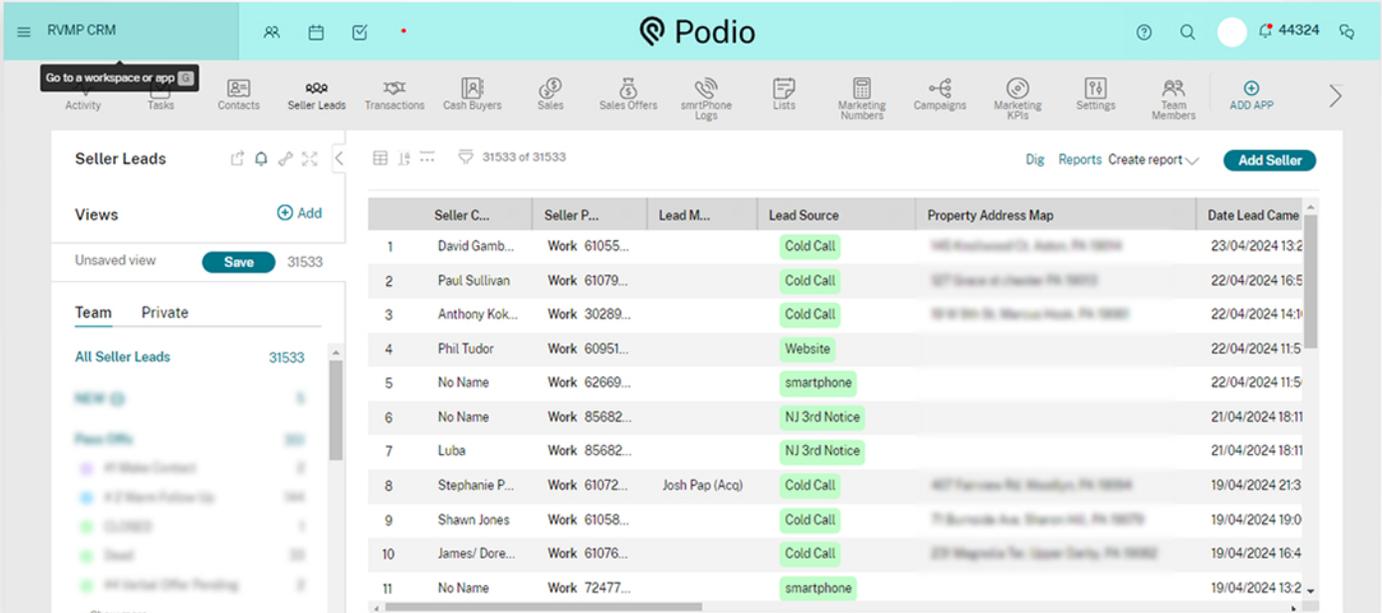
- **Outsourced BPO Team:** CrecenTech recommended the BPO services to the client and assigned a team of seasoned outbound professionals to enhance the RVMP's business outreach through consistent cold calling.

31000+ LEADS DATA REFINED

CrecenTech BPO team refined the data **(31000+ Leads)** and filtered higher potential leads from the outdated ones.


PROCESS STANDARIZATION

Our outbound sales experts extensively worked on the sales process, defined an optimized sales pitch according to the business, created rebuttals, standardized the call quality KPIs to ensure customer satisfaction and higher conversions.

CALL CENTER KPIs

Total Calls	Avg. Answer Speed	Abandon Rate	Avg. Calls/Minute
346	54.2	18%	21

Chart by Agent
- Agent 01 — 70%
- Agent 02 — 20%
- Agent 03 — 80%

Call Abandon Rate
- Department 1 — 10
- Department 2 — 15
- Department 3 — 38
- Department 4 — 43

	Calls	Answers	Avg	%	
Agent 01	40 Calls	21 Answers	98.3 Avg	87.1 %	▲
Agent 02	5 Calls	3 Answers	71.3 Avg	90.7 %	●
Agent 03	7 Calls	4 Answers	61.1 Avg	45.2 %	◆

63% Calls answered in less than 179 seconds

**54%** Calls with satisfaction score less than 4

AUTOMATED DIALER CAMPAIGNS

To enhance the outreach, automated dialer campaigns were designed. Our BPO team sent reminders to clients through SMS campaigns to keep them engaged.
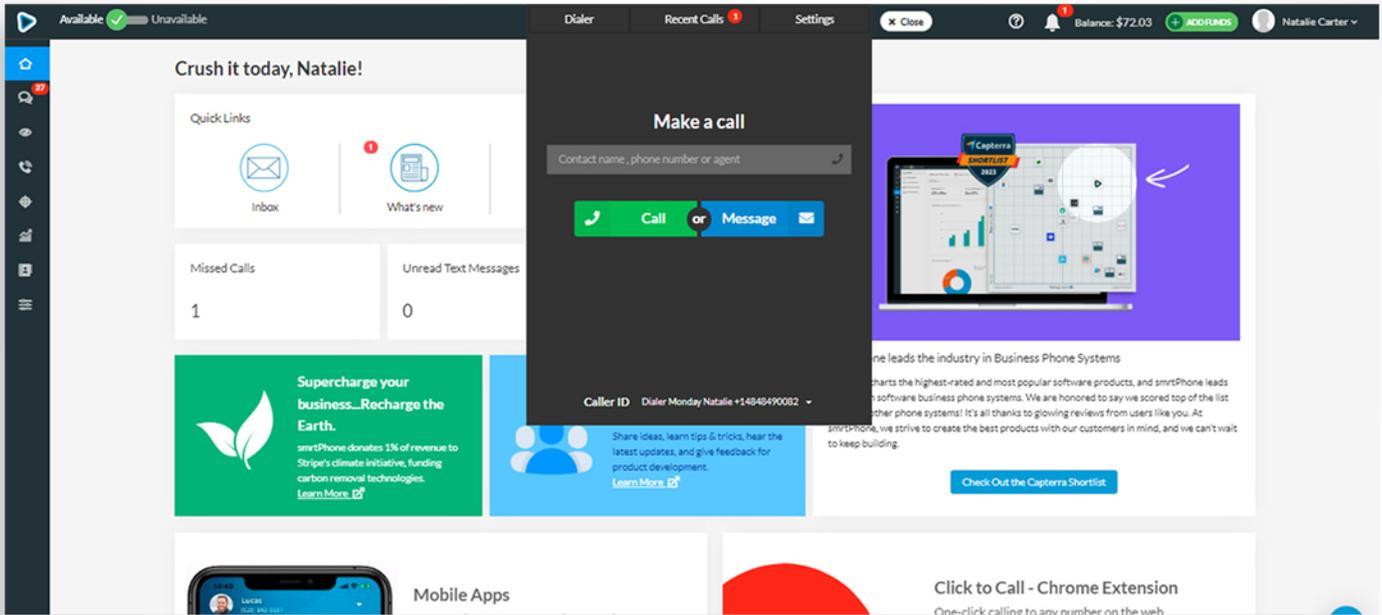
STRATEGIC FOLLOW-UPS

Extensively worked on follow-ups by setting reminders and maintained complete homeowner's history to enhance calls quality and win customer's trust.
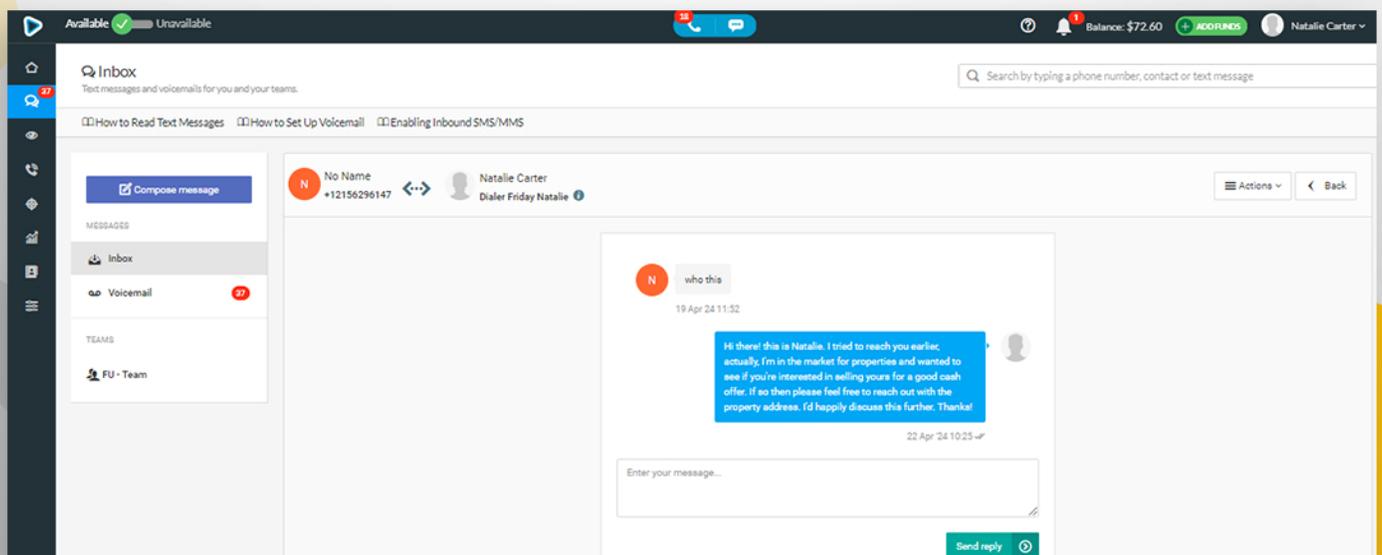
Client Remarks

Caller was Natalie. Natalie did extremely well on this call.Seller said he is not interested in selling but she stuck with the call and got the seller to answer her uestions and agree to selling if the price is right.

★★★★★

Seller was aggressive and kept repeating if we aren't giving 2 million she (the calling agent) is wasting his time. She kept him talking and got a few questions answered before he hung up. Good call for the circumstance.

★★★★★

Seller was not cooperative. The agent handled her questioning very well. She kept asking until he answered and repeated herself calmly. Great way to handle this situation.

★★★★★

Good Call! Allen got all his questions answered and found another property the seller would like a price for.

★★★★★

Drew Farnese -

Results

By implementing the customized BPO solutions for the Revamp365.ai (RVMP), the following results were observed.

• Increased Client Engagement and expanded business operations which propelled Revamp365.ai (RVMP) towards substantial growth. Presently, the platform boasts a staggering portfolio of over 2000 homes listed on its website.

• Achieved a fourfold (4X) increase in outbound calls volume to 1200 calls per day within three months.

• RVMP is currently getting 80-90 incoming calls daily. There were zero inbound calls before.

• Maintained 100% customer satisfaction across outbound and inbound calls, increased outreach, managed KPIs, and enhanced overall campaign performance.
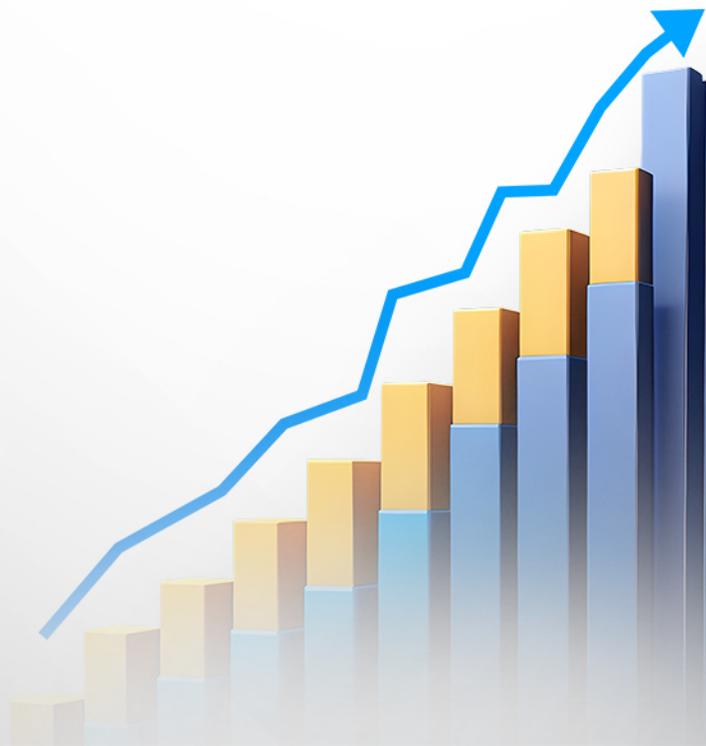
Conclusion

After more than 8 months of collaboration between Revamp365.ai (RVMP) and CrecenTech, our partnership has yielded remarkable results. This includes significant enhancements in client engagement, a fourfold increase in outbound call volumes, establishment of trust with valuable referrals, ramp-up in inbound calls, and achieving 100% customer satisfaction across all aspects. These outcomes signify a significant step forward for RVMP, setting the stage for continued growth and success in the real estate market.

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