



SUCCESS STORY: AMERICOR

After losing millions of dollars in potential revenue, Americor partnered with Squeeze to revamp their lead follow-up strategy and make the most out of hidden opportunities in their database, resulting in exceptionally elevated contact/transfer rates and increased ROI.

THE CHALLENGE

Without a sales experience partner, Americor was losing millions of dollars in potential revenue through unworked leads and opportunities buried in their database. It was clear they were leaving a lot of meat on the bone, but struggled to get the necessary work done with teams already stretched to the max. They knew if they could dive into their aged records they could uncover a lot of opportunity from sunk marketing costs and yield a greater return on their efforts...but they just didn't have the resources.



Company Name:
Americor

Headquarters:
California, U.S.A

Industry:
Financial Services

Company Size:
201-500 Employees

Solution:
New Client Acquisition

"I would absolutely recommend Squeeze to partners, friends, and colleagues. They've done a great job so far and I'm looking forward to continuing to work with them."

Justin Henderson
Senior Vice President of Marketing



Squeeze Produces Thousands of New Opportunities for Americor

As a debt solutions company, Americor offers services helping customers negotiate with their creditors, create manageable monthly payment plans, and regain financial freedom.

Americor became aware of significant gaps in their process of following up with contacts and leads. Unworked opportunities were being left behind in their database. Because they weren't making the most of their leads, the company was losing millions of dollars in potential revenue. With a determination to succeed and make the most out of their marketing spend, they turned to Squeeze.

From the moment of onboarding, Americor knew they had found the true business partner they were looking for.

With the Squeeze team on board, Americor found themselves setting company records in follow-ups with leads, and saw drastic improvement in contact rates and transfer rates, especially on specific lead types. Squeeze's qualified staff filtered through their leads and prevented database clutter by only forwarding the best of the best back to Americor's team. They were able to scale volume quickly with high-quality leads and optimize their overall marketing mix, all on a performance-based plan that insulated them from risk and never locked them into a contract.


THE SOLUTION


With Squeeze, Americor found a true partner that integrated quickly and smoothly with their in-house team, creating a customized plan that was meticulously thought out, optimized for success, and ready to be implemented immediately with skill and experience.


THE RESULTS

Americor's margins for pipeline development, contact/transfer rates, and follow-ups skyrocketed. Within the first two months of partnership, Squeeze generated 3038 new qualified sales opportunities for Americor, resulting in a 105% increase in sales from remarketing data. Squeeze saved Americor's teams an estimated 4500 hours of prospecting work, allowing them to optimize their business processes and increase revenue, all while maintaining an exceptional level of customer service for each and every client.

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