



# SUCCESS STORY: HEALPROS

An underperforming BPO drove HealPros to reevaluate their needs and business strategy. Once Squeeze entered the picture, HealPros experienced optimized contact and conversion rates and saw a dramatic increase in appointment rates as they implemented new strategies and cadences.

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## THE CHALLENGE

As an innovative healthcare solutions company bringing state-of-the-art exams right to members' homes, HealPros relied on their reports and metrics to best serve their clients. However, they found their previous sales experience partner lacked the coordination and communication required for their company to run effectively. Poor contact and conversion rates stunted their growth and made it nearly impossible to optimize their tech capacity in the field.



**Company Name:**  
HealPros

**Headquarters:**  
Georgia, U.S.A

**Industry:**  
Healthcare

**Company Size:**  
51-200 Employees

**Solution:**  
Appointment Setting

*"We're now two years into working with the Squeeze team and they are our only partner on that call center platform. We haven't felt the need to go outside and have additional companies calling for us. It's been a great relationship."*

**Michael Harris**  
Chief Operating Officer  
for HealPros



# Squeeze Dramatically Increases Contact, Conversion, and Appointment Rates For HealPros

HealPros began with a specific mission to provide in-home diabetic retinal screenings, and has since grown into a multifaceted mobile healthcare solutions company set on giving their members the very best care possible.

In 2020, HealPros was not only faced with the shockwave of the pandemic, but also dealing with a severely underperforming BPO that was crushing their business. A lack of communication, comprehensive reporting, and coordination with their teams led to poor contact and conversion rates. HealPros took the opportunity lockdown created to stop everything and consider what was required to save their sales process and get back on solid ground. They had heard of Squeeze, and brought on the team as their first new call center partner. That one decision made all the difference.

Since Squeeze was already familiar with the Five9 software HealPros was incorporating, consultation and integration was seamless and efficient right from the start. Squeeze built a cadence that optimized contact/conversion rates and maximized every opportunity that presented itself, increasing appointment rates to 60% in the first year. Technician capacity in the field improved drastically as appointments were made, and clear reporting helped set the stage for continual growth, resulting in increased revenue and a restoration of HealPro's high standard of member care.


## THE SOLUTION

After fully integrating with HealPros' dialing platform and consulting on Five9, Squeeze gave them everything they were looking for and more, including complete and unrestricted access to reports and call center activity in real time while building cadences that optimized opportunities.


## THE RESULTS

With Squeeze's meticulous attention to detail and exceptional customer service, HealPros optimized their contact and conversion rates, maximizing opportunities and increasing appointment generation by 60% within the first year of partnership. Member satisfaction skyrocketed, resulting in more appointments and increased revenue, all while maintaining the high standards of care and security healthcare services require.

## CONTACT US

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