

Case Study: Credit Qualifiers



“ClarifyOffice™ helps my small business run with the efficiency of much larger competitors.”

Ethan Selph, Credit Qualifiers

Quick Facts:

Industry

Financial

Objective

“To eliminate day-to-day operational bottlenecks and get our information online while projecting an image of a larger company to our prospects and customers.”

CUSTOMER PROFILE

Ethan Selph owns and operates a small credit repair business that helps people manage debt and improve their credit scores. He works with a large number of customers throughout the United States and runs the entire business from his home office.

CHALLENGES

The young company needed a web-based solution that would allow simple management of multiple toll-free numbers in a single solution. With no reporting system and no way to know where the responses were coming from, the company was literally operating in the dark, unaware of which advertising was producing the best response rate. Measuring ROI for their marketing dollar seemed an expensive proposition for a small home-based start-up. Lastly, the processes of migrating caller data into Outlook were tedious at best and it was not uncommon for qualified leads to fall through the cracks.

“We literally had no systems in place. It became unruly very quickly and we needed help. ClarifyOffice was our savior at exactly the right time.”

SOLUTION

Ethan tested several systems before finding his solution in ClarifyOffice™. With ClarifyOffice 5.0 he discovered not only a powerful tool for capturing leads and tracking ad responses, but also the integrated feature-sets that would allow him to become far more efficient virtually overnight. Now the company is running multiple ad campaigns using separate toll-free numbers. Phone traffic flows into a single inbox and calls are answered live whenever possible. Call records are organized into separate folders and bona fide leads are added to the contact

manager with a single click. Faxes and email also flow through the same inbox. Custom filters move and forward messages automatically into their respective folder for placement in a queue. Faxes are digitally attached directly to the customer’s contact file for proper archiving. Additionally, follow-up reminders and scheduling are all managed using the ClarifyOffice online planner. Live sync allows mobile access to the company’s contact files and schedules from most mobile devices including Blackberry, Palm and iPhone.

RESULTS

Ethan is now able to respond faster and close more sales by tracking all phone leads with greater efficiency. He can effectively manage prospect and customer data from any Internet connection, all at a cost he can afford.

“ClarifyOffice has allowed us to operate with the versatility and efficiency of companies ten times our size. I depend on it every day to run the business.”

WEBSITE

creditqualifiers.com