



Allstate: San Jose, CA

Cloud Call Center Creating Growth and Efficiency with “Cookie Cutter” Solutions

Mustafa G., founder of MG Insurance Agency, realized a serious issue this past year – his business development was inefficient. Mustafa understood that the future success of his San-Jose based agency resided on fixing this problem. Mustafa reached out to CallFire, and he found the solutions he needed to not only grow his business, but to also lower his costs and improve his efficiency.

Mustafa understood his inefficiencies after noticing a decline in his growth. “We had three LSP’s (Licensed Sales Professionals) dial by hand and put their notes in from each call. They made errors, got bored, got tired, or found some way to be inefficient.” Mustafa understood the process of making thousands of calls relied too much on the individual abilities of his LSP’s. This problem is endemic in the industry.

Once Mustafa started using CallFire, he noticed results immediately.

His three man BizDev team that worked for 10 hours a week was reduced to one person.

Mustafa explained, “It is a simple cookie-cutter approach that makes the process easier and efficient.”

All Mustafa needed to setup CallFire was his current phone and internet connection. When asked about training his employees, he said, “It was very simple. It took fifteen minutes.” CallFire’s easy setup saves time as training with new software can be costly. CallFire’s developers have directly worked with Allstate agents to create software solutions that address the industry needs, such as “scrubbing.” CallFire’s features include hands-free dialing, multi-line dialing, MachineSkip, and SmartDrop make calling easier and more efficient by eliminating human error.

CallFire’s software monitors productivity, and Mustafa was able to monitor the productivity of his three LSP’s. CallFire provides results and helps managers measure productivity. Mustafa determined that he needed one LSP instead of three because productivity and efficiency tripled as a result of his decision to use CallFire.



Allstate®

You're in good hands.

CASE STUDY QUICK FACTS

CLIENT

Allstate

CHALLENGE

Improve Licensed Sales Professionals (LSP) efficiency and sales

SOLUTION

Use Cloud Call Center and other solutions to improve outbound and inbound call efficiency, numbers, and sales

RESULTS

Increased sales, growth, and reduced cost by going from 3 LSP's to 1.

WHY CALLFIRE?

Extremely user friendly, cost-effective and efficient

CALLFIRE'S CLIENTS



Allstate.
You're in good hands.

