



# Improve Your Bottom Line With Embedded Call Log Software

**Situation:**

Prior to Wave implementation, Insurance Company wasn't able to see abandoned calls nor missed calls after hours

**Solution:**

Using Call Log, Insurance Company was able to sort inbound calls by "Abandoned" status and return each call first thing every business morning

**Result:**

They were able to turn two (2) missed calls each month into new customers, which they valued at \$3,000/customer. The insurance company has 6 locations!

Using Call Log	Before Wave	Using Wave Call Log
Average Abandoned Calls Returned/Day	-	10
Total Business Days/Month	20	20
Total Calls Returned	0	200
New Customers from Returned Calls	-	2
Sales Close Ratio	0%	1%
New Customer Value	\$ 3,000	\$ 3,000
New Revenue/Month	\$ -	\$ 6,000
New Revenue/Year	\$ -	\$ 72,000

## What Will You Do With Your New Revenue & Profit?



Total Number of Locations	6
New Revenue	\$ 432,000
Additional Profit at 20% GP	\$ 86,400