

AFFIRM™ Reputation Monitoring Pacific Debt Relief Customer Story



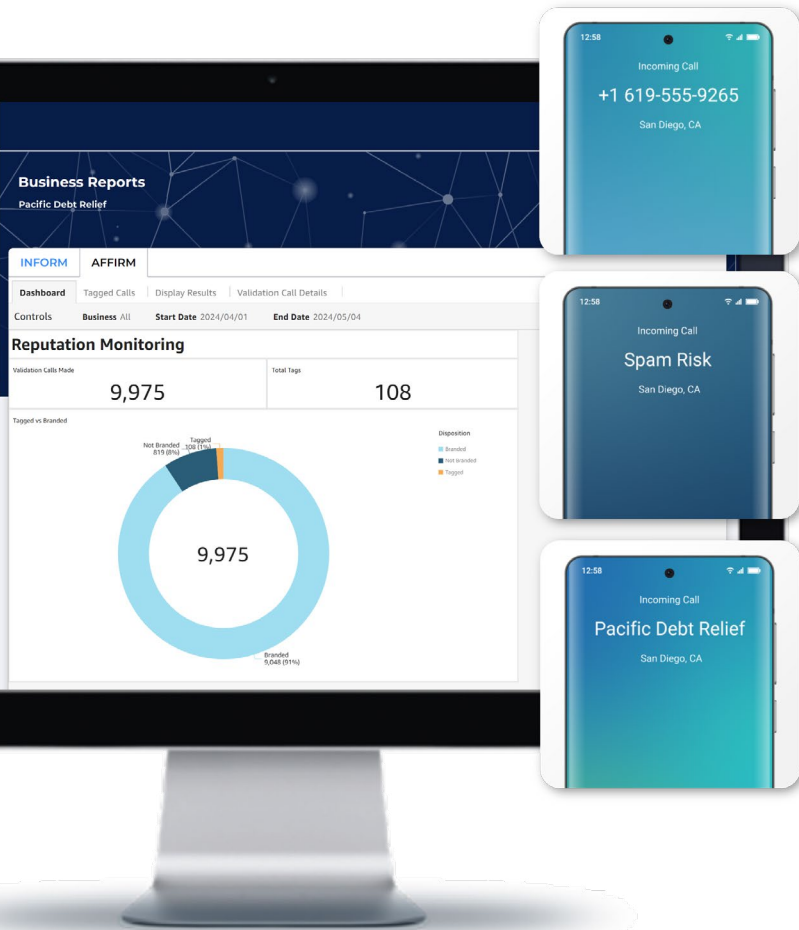
Company Background

Pacific Debt Relief has led the debt settlement industry since 2002. The company aims to help clients reduce debt and improve their financial health through superior customer service. With a strong reputation for client advocacy, Pacific Debt Relief consistently maintains high customer satisfaction ratings.



Overview

In 2023, Pacific Debt Relief encountered significant challenges with its outbound call success rates. Some carriers often negatively labeled the company's calls as spam or scam, decreasing customer contact rates. This call labeling issue hindered the company's ability to communicate effectively with clients, impacting overall business operations.



Problem

Pacific Debt Relief faced the problem of legitimate business calls being tagged as spam or scam, which significantly impacted their customer engagement. These outbound calls to mobile devices were often intended for prospects who filled out online forms or otherwise wanted to speak with someone about debt relief. The added stress of validating numbers manually using three mobile devices was impacting the technical team, costing time and money.

Solution

Pacific Debt Relief implemented AFFIRM, First Orion's reputation monitoring solution, to monitor how their outbound calls were labeled across major carriers. AFFIRM provided them with automated monitoring and alerts for any calls tagged as spam or scam, allowing them to take immediate corrective action.

Results

Implementing AFFIRM significantly improved Pacific Debt Relief's call success rates and overall business efficiency. Key results included:

✓ Improved Call Success Rates

Pacific Debt Relief saw a decrease in spam tags across all carriers, with spam tags dropping to zero over time.

✓ Operational Efficiency

By automating the call monitoring process, the company saved approximately 617 person-hours per month, equating to approximately \$3,940 per month compared to manual dialing.

✓ Increased Revenue

The reduction in spam tags, in combination with branded calling, led to a 20-30% increase in daily business, translating to as much as \$700,000 in additional monthly enrollments.

✓ Efficiency Gains

Automated handling frees up substantial human resources and four full-time hires, which could be redirected to more productive tasks beyond routine dialing and tracking.

Customer Quotes

*We were testing our own numbers using three phones, one from each provider. AFFIRM solved all that through automation, and we tested 9,300 calls per month with AFFIRM, **which would have taken us 617 hours to do manually.***

*AFFIRM has given us peace of mind, allowing us to know exactly what is happening with our numbers and **maintaining our high customer satisfaction rating.***

- Anthony Zoblescin
Director of Information Technology
Pacific Debt Relief

