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Contact Center Software Innovator Convoso to Present and Sponsor at Lead Generation World

The omnichannel developer of advanced outbound call center systems will present on the three core efficiencies that drive call center performance at January conference for the lead generation industry.

Los Angeles, CA – Jan 15, 2020 — [Convoso](#), innovator in omnichannel contact center software, will be hosting a discussion panel aimed at call center owners and managers at the upcoming Lead Generation World January 19-21 in Denver, Colorado. Convoso CEO Nima Hakimi will participate on the panel presenting content and in-the-field perspectives on the topic “Three Efficiencies That Drive Call Center Performance...and how to improve them.” The discussion will focus on how outbound call centers can be more competitive and boost ROI in a rapidly changing and regulated industry by driving improvements in the areas of lead, agent, and manager efficiencies. The panel will take place on Monday, January 20 at 2:30 pm in the Main Hall, and is open to all conference attendees.

“We’re in an industry that demands the ability to adapt,” said Nima Hakimi, Founder and CEO, “especially today with a substantial increase in compliance regulations. Contact centers in 2020 can’t run their business the same way and expect to survive. Companies not getting real-time actionable insight into their data are like travelers with outdated maps. You can’t improve what you can’t measure. Unfortunately, many companies are flying blind and either don’t, or don’t know how to, calculate their true CPA, or Cost Per Acquisition, at the list level. Without strategies and technologies to engage leads, these companies won’t be profitable, and they won’t stay in business. That’s why we’re having a panel discussion about efficiencies to help today’s call centers improve performance.”

The Lead Generation World panel will be moderated by Rob Seaver, Executive Director of [LeadsCouncil](#), a lead generation association of vendors, buyers, and sellers that helps members adhere to industry best practices. “There’s so much that’s



evolving in the lead gen world today. Changing consumer behaviors and preferences, new and ever-changing compliance regulations, and technology developments. With all these transformations, it's a challenge for call center managers and owners to drive their operation to peak performance. I'm looking forward to delving into these topics with the panel."

Also on the panel will be Juan Rivera, Senior Customer Success Manager at Convoso.. "For the upcoming panel on call center efficiencies," said Juan, "I'll bring the perspective of being on the front lines every day talking with managers and owners—hearing their problems, coaching them, helping to resolve issues. Because we're completely committed to our customers' success, we work harder to create solutions that help them be more productive, more efficient, more profitable. And, the tools we develop to meet the needs of one customer are often incorporated and made available to all of our customers. So it's a kind of collaborative relationship. The result is that we offer one of the most effective lead generation tools in the contact center market."

The Convoso team will be on hand at Booth 307. The company is also a sponsor of the conference luncheons, and will be announcing the launch of significant new capabilities in its advanced dialer solution.

Related topics around improving contact center performance can be found on the Company's blog at <http://blog.convoso.com/>.

About Convoso

[Convoso](#) is an industry leader of omnichannel contact center software that dramatically increases contact and lead conversion rates. We couple the power of our advanced dialer with the human touch of a dedicated product expert to drive customer success. With Convoso, you get a solution that's constantly responding to evolving regulations and other industry changes to help you maximize ROI while staying compliant.

About Lead Generation World

[Lead Generation World](#) (LGW) is the home for lead generators, performance marketers, and the service providers that support their efforts. LGW brings together the brightest minds in the industry and those that want to improve their lead generation campaigns from creation to close. LGW's primary focus is to help Advertisers and Lead Buyers successfully navigate the lead generation ecosystem by providing highly targeted and insightful content alongside exclusive networking opportunities with companies that can support their efforts.

Contact

(888) 456-5454, ext.1
marketing@convoso.com
www.convoso.com