

Reduce cost

Increase revenue

Marketing

Marketing

Operations

Operations

Sales

Sales

IN PLACE OF STRIFE

In Place Of Strife is a chamber of many of the UK's most experienced and effective mediators, working domestically and internationally. They work to help resolve disputes quickly, confidentially, and cost-effectively. With over 20 years experience, they are one of the UK's longest established mediation service providers.

41%

rise in calls
from Google

4x

the number of
enquiry calls



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Outcome

Huge savings were made from identifying which channels were generating the wrong type of enquiries. In Place Of Strife have removed certain channels from their strategy after Infinity data highlighted better performing options. This means budget can now be re-allocated to a high performing channel, to increase growth and sales to the business.

- 41% rise in calls from Google
- 4x the number of enquiry calls
- 34% increase in calls to the business

Discover how In Place Of Strife, use Infinity to increase their number of enquiry calls, whilst ensuring the right type of leads were being generated via their channels?

Infinity was recommended to In Place of Strife by our agency partner, Peaky Digital.

Having seen the numerous benefits Infinity brings to businesses, Peaky Digital were able to confidently pitch the Infinity platform as a valuable and trusted partner.



Technical Integration:



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Challenges

In place of strife's PPC ads were generating high volumes of calls from individuals with low-value claims.

Calls being received were not being rated and logged effectively, making it hard to optimise activity.

In Place of Strife needed to ensure their phone manner and approach was as tailored to their callers as possible.

Infinity solution

Infinity identifies the channels generating the wrong type of phone enquiries.

Infinity provided an easy-to-use post-call rating function, which could be applied to every phone call.

Infinity's Caller Insight App for Salesforce presents phone agents with a detailed view of the caller's journey.

New abilities

In Place of Strife are able to reduce/remove keywords driving lower value calls from their strategy.

In Place of Strife can now analyze the quality of their calls at scale, and search by call outcome.

Phone conversations can be tailored to the needs and requirements of the caller quicker, and with more insight.

