



## Six Sigma Process to Increase Conversion Rates

### Overview

One of the largest ride share companies in the world was struggling to meet conversion rates and it was drastically impacting their bottom line. Prior to partnering with Qualfon, they had a campaign in place that resulted in a decreased conversion rate, down from 20% to 5%.

### Objective

Our ride share client needed a partner and a process that would identify the gaps to improve the driver onboarding process. The sooner their drivers can be approved, the sooner they can begin traveling and start earning.

Qualfon needed to:

- › Identify gaps in the driver application process
- › Reduce lag time of onboarding new drivers
- › Increase driver conversion rates
- › Increase revenue and impact on the bottom line



UNIQUE SIX SIGMA  
PROCESS DEVELOPED  
FOR IMPROVEMENT



DEVELOPMENT OF  
SMART LEADS SOLUTION

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# Conversions went up to 25% and new initiatives became part of our success

## Solution

Qualfon performed an in-depth analysis of agent performance to identify individual conversion rates. From there, a unique Six Sigma process was developed for improvement.

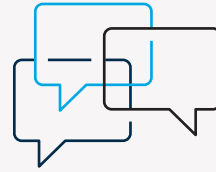
Qualfon developed the SMART Leads solution based on the Six Sigma process. This program divided agents into specialized groups to guarantee follow up on each step of the application process occurred. The categories included:

- › **Openers** – Agents are responsible for cleaning the data submitted by drivers to begin onboarding
- › **Semi Closers** – Agents are responsible for reminding drivers to upload any pending documents in order to complete onboarding
- › **Closers** – Agents are responsible for notifying drivers who have completed all onboarding documentation to make their first trip

## Results

This winning solution became part of Qualfon's SMART Leads process demonstrating its commitment to innovation and success.

- › Increased conversion rates from 5% to 25%
- › Onboarding 500,000 new drivers within a year
- › Launched 35 new program initiatives to recruit drivers
- › Grew the contact center team from 17 to 194 agents to support the success of the program



"Thank you for being so flexible when it comes to changes and experimenting with new ways of doing things."

*Client Project Manager,  
Growth – Brazil*

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