

Case Study

Providing Innovative Engagement & Setting the Standard for ROI in the Industry

Challenge

One of the world's leading providers of wireline and wireless communications in the United States, with more than 80 million access-line equivalents and more than 67 million wireless customers, was in search of an outsourcing vendor to handle highly cyclical marketing campaigns. This initiative would require a high level of personalized service and direct legacy systems access. To fully manage the various programs targeting both consumers and businesses, the vendor would need to close sales, interact with multiple legacy systems, and optimize first-call resolutions to support direct-response advertising campaigns, such as mass media (TV), direct mail, bill inserts, Internet response, and telemarketing (inbound and outbound).

After a national search, the client partnered with Qualfon, deciding that our team was the most qualified to provide complex sales and customer care and meet their increasing demand. The Qualfon team was the first vendor in the country to interface with this client's legacy systems.

As the telecommunication's industry portfolio of products expanded, the client realized a need to provide packaged options and flexible, virtual call center management in order to support multimedia campaign-driven marketing. The challenge included the sale and service of wireline, wireless, and Internet products and services.



40% increase
in sales conversion rates



Reduced
acquisition cost

Solution

To maximize call-handling efficiency and first-call resolution, Qualfon developed an intelligent desktop "scripting" platform that guided our agents through highly complex sales and service transactions while interacting with the client's legacy systems. The intelligent call scripting interacted with customer data and robust knowledge/ content-management tools to effectively "pop" the most appropriate product and offer to each customer.

Qualfon also provided hosted, agent-support services for campaign management. Intelligent scripting software raised sales conversion rates and improved first-call resolutions and the overall customer experience.

Results

- 40% increase in sales conversion rates
- Reduced acquisition costs

Sales conversion rates were improved by more than 40% and acquisition costs were lowered through call prioritization and segmentation utilizing real-time response for data analytics.

Products that Qualfon supported included bundled packages of wireline, wireless, and Internet products and services. To meet the center's goal of "unsurpassed" service, significant resources were dedicated to systems development, employee recruitment, education, and quality assurance. The system development investment exceeded \$2 million. Initial agent education and training lasted ten weeks.

The success of this effort led to the creation of the client expanding with a 1,000-position facility which later entered a multi-year, agent-licensing and hosting agreement with Qualfon.

Later experiences concentrated on tele-sales, supporting multimedia campaigns and offering bundled packages of local, regional, and long-distance, Internet, TV, and wireless services to residential and small-business customers. Years of successful program management within Qualfon later leveraged us into an expanded role as program managers, outsourcing work to other outsource providers.

At its peak, Qualfon provided more than 700,000 hours of annual teleservices and sales support to the client; consistently exceeding expectations in the industry, and Qualfon's desktop call-presentation system was licensed for use by other outsource providers.