



DRIVING CUSTOMER ADOPTION: OUTBOUND SALES EXPANSION

Leveraging outbound strategies for revenue growth and customer satisfaction following inbound success.

EXECUTIVE SUMMARY

Due to our exceptional performance with an inbound care program, and our extensive track record with outbound sales, Avantive Solutions was awarded further growth opportunities within the client's sales channel. This recognition underscored our ability to consistently deliver results and provide innovative solutions that drive business growth and enhance customer satisfaction.

INITIAL PILOT

The client's challenge with customer adoption revolved around accelerating the uptake of their fiber internet services within their existing customer base. Despite offering improved fiber internet services, they encountered hurdles in swiftly transitioning customers from their current service plans, such as DSL, to fiber. This transition required overcoming various barriers, including customer reluctance to change, concerns about service reliability during power outages, and addressing the diverse needs and preferences of different customer demographics. Additionally, the competitive nature of the market posed challenges, particularly with retaining customers who were solely subscribed to video services, which the company had discontinued. These obstacles necessitated a strategic approach to outbound sales and customer engagement to drive successful adoption and maximize revenue growth.

SUCCESS CRITERIA



Exceeding
Sales Target



Customer Adoption
Acceleration



Efficiency
Improvement

[Learn more!](#)

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THE SOLUTION

To overcome the challenges in customer adoption of the fiber internet services, Avantive Solutions implemented a multifaceted approach tailored to address each obstacle effectively. Leveraging our extensive experience in outbound sales and customer engagement, we collaborated closely with the client to develop targeted strategies. We deployed innovative contact center technology to efficiently engage hard-to-reach customer segments, including those with specific demographic characteristics or resistance to change associated with this customer demographic. This strategic approach to campaign management drove incremental MRR (monthly recurring revenue) within the budgetary goals of our client.

Additionally, we worked with the client to understand customer concerns and preferences, facilitating the crafting of special offers and incentives tailored to address their needs. Our programmatic needs revolve around scalable recruitment processes, customized training programs, and operational excellence initiatives designed to ensure seamless execution and achievement of key performance indicators (KPIs). Through strategic alignment of resources, technology, and expertise, we successfully accelerated customer adoption, exceeded sales targets, and positioned the client for sustained growth within its sales channel.

THE RESULTS

Our results speak volumes about the effectiveness of our strategies and the experience of our team. Not only did we drive increased revenue through successful new customer acquisitions, but we also maximized revenue by introducing value-added products to existing customers. In Q1, our outbound sales channel achieved remarkable success, averaging 1,200 sales monthly, surpassing the monthly sales budget goal by an impressive 20%. This demonstrates our ability to drive tangible outcomes for our clients and exceed their expectations. Moreover, we saw a substantial improvement in efficiency, with the current program average Sales per Hour (SPH) reaching 0.36, marking a significant 24% increase compared to previous metrics.

What started as a pilot program with just four agents has grown exponentially, with our team now numbering 50 FTE and counting. This expansion underscores our capacity to scale operations effectively while maintaining high levels of performance and client satisfaction. We remain committed to delivering exceptional results and driving continued success for our clients.

CAMPAIGNS

- Voice-only targets
- Video-only targets
- New copper to fiber upgrades
 - Forced migration targets
- Inbound abandon callback
 - Pending disconnects
 - Fiber/Speed Upgrades
- Technician follow-up sales



Surpassed sales
goals by 20%



Customer Adoption
Acceleration



increase in
Sales Per Hour