

SUCCESSFUL LAUNCH OF AN INBOUND SALES CAMPAIGN

Understand how to launch an effective call center inbound sales campaign, reach peak productivity, and exceed client goals, paving the way for additional work opportunities.

EXECUTIVE SUMMARY

Avantive Solutions was awarded a Business to Consumer (B2C) inbound sales program with a requirement to be transitioned from the incumbent contact center vendor within a six-week time frame. The transition had to be seamless and meet client productivity goals as measured by staffing levels, sales performance, and quality.

THE CHALLENGE

To meet the client's goals, we developed solutions using our extensive contact center and sales experience to address the following challenges:

- Recruitment headwinds for an onsite program during the COVID-19 pandemic.
- Update client-provided training materials to improve sales performance and customer engagement focus.
- Create efficient and repeatable quality operational processes.
- Meet agreed-upon Key Performance Indicators (KPIs) within the first 90 days.

SUCCESS CRITERIA



Sales
Close
Ratio



Call
Handling
Metrics



Work
Order
Accuracy



Quality
Scores

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THE SOLUTION

The solution consisted of developing a successful recruiting program, updating and optimizing training materials, and developing quality and operational processes to effectively handle the call volume, meet agreed-upon KPIs, and deliver an excellent customer experience.

Recruiting

The program required onsite agent staffing; however, due to the COVID-19 pandemic, candidates were reluctant to move into in-person positions. Ensuring the safety and comfort of our employees was imperative to the success of the program and the cultural identity of Avantive. To achieve the recruiting target and retain employees, we provided virtual recruiting options, candidate health screenings, and implemented robust onsite sanitization and social distancing practices. Part of any successful implementation is the development of an accurate recruitment profile. Avantive Solutions merged the client-communicated skills needed to excel in this role with our internal data related to successful agent performance and retention. We quickly built a strong candidate pool by applying this proven agent template, selecting the best agents to support this inbound sales program, and achieving our recruitment goals.

Customized Training

Our training program was customized based on best practices to improve the agents' understanding of the training material and provide the critical customer engagement skills needed to drive sales performance and customer satisfaction. The training consisted of the following elements:

- Redesigned client-provided curriculum to create training modules that aligned material and processes with proven best practices.
- Initiated an in-depth product and system review to enhance the depth of materials and supplement curriculum content.
- Created a training calibration schedule between the client and our Training team to maintain curriculum standards.

Strong communication between the Training team and the sales agents allowed us to identify successful sales traits from top-performing agents that could be shared with new agents as best practices. In addition, collaboration with the client helped us determine key drivers of success and areas for additional training development. As sales agents completed training, collaboration between our Training team and the client identified areas of improvement that were documented and adopted into the curriculum as part of the continuous improvement process.



Operational Excellence

Our Operational Excellence team developed, directed, and executed continuous improvement initiatives to drive sales growth, staff development and meet Performance Indicator (KPIs) goals. Through consistent, incremental improvement, the team increased efficiency across operations, driving client satisfaction and KPI attainment. The Operational Excellence team took the following actions:

- Identified the client's main competitors and developed competitive analysis worksheets for sales agent training and ongoing coaching and development.
- Optimized staffing and increased productivity through collaborative client meetings and assessment of call arrival patterns.
- Identified missing points in the sales process through quality review and agent scorecard process, which led to efficient coaching and performance improvement.
- Conducted ongoing internal and client calibration sessions with the Quality and Training teams to ensure consistent, compliant, and repeatable results.

MEASUREMENTS OF SUCCESS

Tracking KPIs was essential in measuring success for the client. KPIs helped articulate and provide insight into the steps we needed to take to meet our objectives and ensure a successful new program launch.

The following agreed-upon KPIs measured our success:

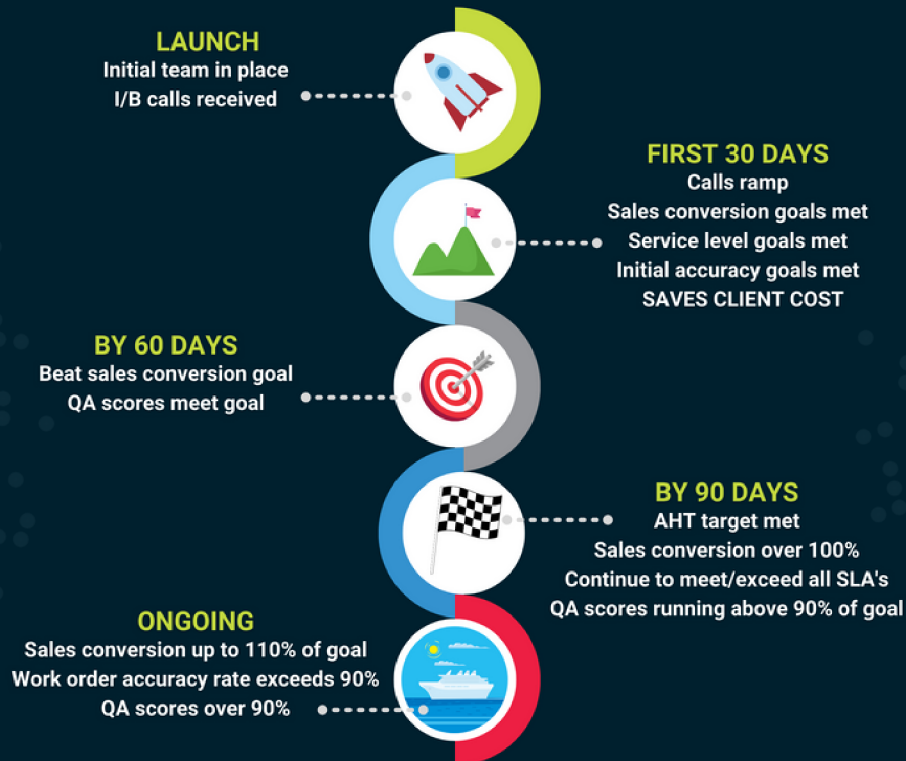
- Sales close ratio
- Call handling metrics
 - Number of calls offered
 - Number of calls answered
 - Percentage of calls abandoned
 - Interval schedule adherence
 - Average speed of answer
 - Work order accuracy
- Quality scores



“Avantive Solutions has shown that they can launch an inbound sales program successfully and are being used as the benchmark for the other partners in terms of KPI management. As a result, it is the reason we asked you to take on inbound care and then, promptly, asked for even more headcount in short order. Other partners are just not as proficient as Avantive!”





THE RESULTS

The 90-day transition was a success! This newly transitioned inbound sales program exceeded staffing, sales, and KPIs by implementing a safe and efficient hiring process, customizing training programs, and employing effective operational and quality strategies.



Our recruiting strategy allowed us to achieve 110% of the headcount goal. Our strict adherence to our COVID-19 processes ensured our employees' safety and comfort, allowing us to retain staff and deliver on client commitments. In addition, our sales agents exceeded all agreed-upon KPIs and continued to deliver consistent sales goals month over month.

Specific Program Results Include:

	1	2	3
Metrics	Goal	Actual	% of Goal
 Sales Close Rate	65%	74%	113%
 Interval Schedule Adherence	80%	94%	118%
 Work Order Accuracy	90%	90%	100%
 Quality Scores	90%	91%	101%

STRONG PARTNERSHIP FOR BUSINESS CONTINUITY

As a result of successfully launching a fully staffed inbound sales program that quickly generated leading conversion rates of more than 75% on a 65% goal and a positive customer response, we were awarded additional business from the client.

Our sales agents' consistent top sales performance enabled us to take on more complex product sales, expand sales opportunities to offer additional ancillary services typically designated to specialty sales channels and pilot a proactive outreach sales program that had been previously sunset due to historical performance challenges.



ABOUT AVANTIVE SOLUTIONS

Avantive Solutions, founded in 1988, is a purpose-led global technology and business process outsourcer (BPO) specializing in designing, building, and delivering innovative customer experience (CX), strategic sales, and digital marketing solutions. We reimagine the customer experience and maximize results through enterprise-level technologies. Not only do we offer seamless omnichannel platforms, but we also provide advanced technologies and solutions such as Voice Analytics, Business Intelligence and Data Visualization, AI, and Machine Learning.

Our team of spirited, intelligent, and engaged employees operate in North America, Latin America, South Africa, and the Asia Pacific markets and live by our company-wide values of delighting our clients, engaging our team, and supporting our community.

Avantive Solutions would be pleased to discuss our robust processes and technological innovations in more detail. Please feel free to contact us at www.avantivesolutions.com or sales@avantivesolutions.com.