

Rapid Launch Sales Desk

Quick Start™ — from concept to improved sales in just 13 days



SITUATION

Firm Sought Improved Average Monthly Revenue from Existing Customer Base

Center Partners was contacted by a major satellite television provider that was experiencing rapid customer growth, but saw average revenue per user (ARPU) dropping month over month. Their current telemarketing efforts were paying off, but, their current providers, including internal and external calling groups, were not always meeting the productivity and sales goals for the campaigns. The company leaders believed sales per hour could be increased and costs could be reduced.

RESOLUTION

CP Quick Start™ Pilot and Subsequent Rollout

The client's leadership team decided to pilot an outbound customer upsell program with several vendors. They contacted Center Partners on a Friday afternoon at 4:00 pm requesting a 25 person pilot for 12 calling days – and they wanted to start calling in just six business days! Center Partners responded by putting our proprietary Quick Start process in place. This process is a collapsed version of our detailed Key Business Process map – designed to ensure flawless launch processes and repeatable success. The resulting roadmap facilitates rapid start-up of new programs, and ensures that all necessary activities are completed prior to taking the first call.

The Quick Start steps that drove rapid success included:

- CP SCORES™! proprietary sales training was utilized in an abbreviated version to train the agents on call direction, sales lifecycle, probing and closing techniques.
- The IT department worked directly with the client to gain system connectivity in just four business days.

- Center Partners' recruiting team launched aggressive advertising programs as well as city-wide job fairs to recruit and screen for the required talent.
- We were able to hire the necessary staff within four business days, conduct new-hire training on a Thursday, Friday and Saturday, and begin taking calls the following Monday – a total of six business days from work order to launch.
- The compensation team designed and implemented a unique performance-based compensation program to drive excellent attendance and rapid sales results.

OUTCOMES

Rapid Start-Up Enables Improved Sales Results and Cost Savings

Within 13 days from the client's original request (only five days after calling began), Center Partners was beating the client's internal sales-per-hour results and had achieved desired quality levels. Center Partners provided this improvement at a savings of more than 25% over the internal call center. The client contacted Center Partners on day eight of calling, to award a long-term contract and request that the program grow to 100 full-time agents.

Key Benefits of Sales Desk

- Launched new sales program in just six business days
- Reduced training by more than 50% with the same quality and sales results for new-hire agents
- Hit sales goals within five calling days
- Improved cost-to-serve by more than 25%