



Transparent BPO

SUCCESS STORY

Challenge

Our client is an electricity and gas supplier serving residential and small business customers across eight states. Due to increased competition, outbound calling regulations, and decreasing quality of leads, the client was looking for a contact center partner that could maximize results on each sales call. Previous vendor partner relationships proved challenging due to issues with performance, quality, and high churn rate of newly-acquired customers during the sales verification process.

“Ability to essentially match if not be better than onshore resources at a much lower cost. Far superior to ‘further offshore’ options which may be somewhat less expensive on face value but provide nowhere near the same level of service or value add”

Solution

A 20-agent pilot program launched in 2013 with the express goal of gaining new customer enrollments. Transparent BPO (TBPO) immediately produced strong Sales Per Hour results. Consequently, the client continued to shift work to Transparent BPO with the program eventually growing to more than 150 agents.

TBPO placed a focus on four key success drivers:

- Agent selection and development
- Lead management and dialing strategy
- Efficient quality assurance process
- Advanced technology to support agent success.

Transparent BPO invests significant time in selecting, screening, and training agents for sales effectiveness and quality adherence. That training, coupled with our use of technology, guarantees that we present agents with the appropriate offer and compliance requirements.

Our management process ensures we continuously develop agents’ skills to achieve the highest conversation rates possible. We do this by teaching agents how to listen, engage, and build rapport with the prospect, exhibit energy and enthusiasm during the call, and how to be aware of challenges the prospect has that the product can alleviate.

It is vital in this competitive market to identify lead sources that offer the best sales conversion opportunity. TBPO’s process for lead file management, effective dialer settings, reporting and analytics, and real-time data management, enabled us to reach the prospect at the most appropriate time, leading to higher contact and conversion rates. In addition TBPO has the ability to change call scripts in real-time to quickly respond to state to state compliance regulations.

Following the initial sales call, TBPO implemented a quality assurance program to confirm we audited 100% of our sales for compliance. This program, along with the practical training and coaching our agents receive, led to a strong onboarding customer experience and reduced churn for this acquisition channel.

Pain Points

- Decreased lead quality
- Increased competition
- Increased regulation

Results

Transparent BPO delivered the high quality and increased productivity the client wanted, resulting in the following:

- Reduced customer acquisition cost by 48%
- Grew annual sales by over 700%
- Developed a successful win-back campaign
- Became the largest source of new customer enrollments, surpassing all other channels combined
- Consumer market sales opened the door to small business market
- Nomination by the client for the ICMI “Best Outsourcing Partner” award
- Entrusted us to build and carry out a third-party quality monitoring program to audit all call centers, including internal and other vendors.