

We perform in offshore telesales



“By using Teleperformance to run an outbound customer acquisition programme you can leverage its UK market knowledge and offshore telesales value proposition in order to get the best of both worlds.”

UK's leading telecomms company.

Service at a glance

- Outbound telesales campaign to acquire new customers for fixed line telephony services
- Teleperformance utilises 200 agents based in New Delhi, India, working 30,000 hours a month
- Over 3 million prospects contacted per year, converting around 70,000 into new customers

Challenge

A highly successful telecommunications company, operating in five countries and employing over 3,000 people worldwide, had ambitions to treble its turnover by 2007.

In 2003, in line with its aggressive growth strategy, the company entered the market for the resale of fixed line telephony services following the deregulation of the UK telecommunications industry. As it was competing in a completely open market with many other telecommunications providers, the company's initial objective was to achieve maximum market penetration as quickly and cost-effectively as possible, so it chose to outsource all of its customer acquisition and affinity work.



Teleperformance
INTELLIGENT CUSTOMER COMMUNICATION

Solution

Following the evaluation of a range of companies specialising in outbound customer acquisition, the company chose Teleperformance to be one of its preferred telesales partners.

Teleperformance initially provided 70 agents located in one of its UK contact centres to undertake an ongoing programme of customer acquisition.

However, after six months, Teleperformance identified that the service could be provided more effectively and at a reduced cost by offshoring the work. The service is now provided by 200 agents based in Teleperformance's 1,100 seat contact centre in New Delhi, India. The client regularly supplies Teleperformance with a list of potential prospects, together with their personal profile, with most data being bought-in. Teleperformance is then responsible for contacting each prospect to identify whether or not they meet the client's connection criteria and, if so, offering them the opportunity to realise the cost savings available by signing up to the client's service.

Teleperformance's agents are targeted with making eight Decision Maker Contacts (DMCs) an hour, meaning that over a quarter of a million people are approached every month. Of these, agents must achieve 0.2 Sales Per Hour (SPH), totalling some 6,000 gross conversions a month. They are paid on a net sales basis to ensure that prospects are thoroughly pre-qualified.

Teleperformance's success in managing the client's outbound telesales campaign is due to a number of key factors:

- Highly skilled staff – Teleperformance has put in place a comprehensive recruitment, induction, training and appraisal programme to ensure that its agents have the necessary communication and sales skills to optimise call flow and build a rapport with customers
- Effective call management – predictive dialer technology is used instead of manual dialling in order to enhance the work rates and motivation levels of agents
- Customer profiling – effective customer profiling and pre-qualification minimises the level of non-completion of customer orders
- Industry compliance – Teleperformance strictly follows the Direct Marketing Association's (DMA) guidelines for outbound calling and provides 100% call recording
- Close collaboration – Teleperformance works very closely with the client to exploit new opportunities and optimise overall performance

Ultimately, the client's organisation is in the business of selling fixed and mobile telephone equipment and services, not running telesales campaigns. They recognise that attempting to run a customer acquisition programme in-house would have required a huge investment in systems, processes and people. Consequently, the client regards the outsourcing of work to Teleperformance as being the most effective way of ensuring that the organisation achieves its overall business aims and objectives.

However, in such a fast moving and competitive market, Teleperformance's Service Level Agreements (SLAs) need to be constantly reviewed to ensure that they reflect the very latest market changes and status. Teleperformance actively monitors evolving market conditions and discusses these with the client in order to provide the company with an early insight and understanding of where the market is at any given time.

This is becoming increasingly important as the market for fixed line telephony services is becoming more difficult to sell into. People who have not already switched suppliers have almost certainly already been contacted several times by different service providers, making conversion much more challenging. As a result, the client has come to rely on Teleperformance's extensive market knowledge and considerable expertise in outbound telesales to compete effectively and grow its business.

Benefits

Teleperformance's outbound telesales service for the client's fixed line telephony service is delivering a range of major benefits:

- Cost-effective service delivery – nearly 250,000 prospects are contacted every month, which would not be financially viable if the service was UK-based
- Customer sales maximised – over 70,000 new customers a year are currently recruited
- Focus on the core business – internal skills and resources can be appropriately concentrated to achieve the client's strategic aims and business targets
- Rapid access to skilled resources – highly trained and motivated staff are instantly available without the overheads of recruitment, management and training
- Effective management control – there are agreed performance targets that can be measured and monitored to ensure the effective delivery of services at all times
- Complete operational flexibility – staffing levels are proactively managed in response to the evolving needs of the business, thus optimising capacity
- Improved efficiency – the use of proven processes and management methodologies leads to increased efficiencies and economies of scale
- Simplified management – provides a complete telesales solution with comprehensive management reporting

