



Industry: Utility
Campaign: Outbound Telesales
Customers: Business 2 Business
Products: Electricity & Gas

A major utility company with a business strategy to target both the business and residential energy sectors throughout the UK. Our Client is leading the way in retaining and growing their customer base through the utilisation of outbound telemarketing programmes.

Products

One of the UK's leading suppliers of electricity, following the de-regulation of the energy industry our Client expanded their portfolio of products to include the supply of gas and were now able to offer their existing and potential residential customers dual fuel supply. In addition they identified and targeted the business market for the supply of electricity through outbound telemarketing to both small and medium sized businesses across the UK.

Challenge

The challenge to increase customer acquisition outside of their "home" area initially proved to be a daunting task, cold calling across the UK against strong competition with relatively little brand awareness. Our Client identified the need to work with an outsourcing partner who had the experience, IT platform, scalability and culture to deliver high volume, cost effective telesales acquisition programmes. Telegen were selected to deliver outbound telesolutions to both the Residential and Business sectors to increase customer acquisitions in line with company requirements.

Solution

On award of contract Telegen established an outbound call centre facility to include the utilisation of advanced predictive dialing technology, digital call recording capability and tailored telesales training modules developed by the Telegen training department. A bespoke call guide was built using HTML scripting; the script included the development of on line direct debit mandate data capture supported by a supervisory-based sales confirmation process. Telegen's technology platform allows agents to have access to an on line tariff calculator enabling real time saving analysis leading to improved sales conversion.

Results

Telegen have exceeded our Client's expected telesales performance including improved hourly agent performance, acquisition cost reduction and shorter than expected lead in times for system development and set up. By optimising our outbound IT capabilities and adhering to our quality monitoring procedures, Telegen built a 100 strong team consistently delivering cost effective telemarketing solutions. In an extremely challenging market place sales performance has exceeded target by 10%, database lists have been utilized to the full and significantly there has been 100% compliant sales within an increasingly regulated market.



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