



Industry: Telecommunications
Campaign: Outbound Telesales
Customers: Business 2 Business - SME
Products: Fixed line telephony - Carrier pre select (CPS 3)

Innovative and hugely successful global group operating in the telecommunications worldwide market with a fast growing fixed line telephony service business division in the UK.

Challenge

Our Client recognised the growth potential in the SME market and with an excellent business proposition wanted to increase its share of the market by increasing its customer base. A strategy was agreed to reach high volumes of small and medium size businesses quickly and efficiently through a telemarketing new business acquisition programme. Telegen was selected as an outsourced partner on the basis of our extensive management experience, innovative approach, proven track record in B2B outbound acquisition and capability to implement a pilot programme in the shortest possible lead time.

Solution

Utilising next generation contact centre technology, a contact centre function with predictive dialling and call recording was created for the programme. A bespoke call guide was built using HTML scripting which included the development of on line direct debit mandate data capture supported by a supervisor based confirmation process. To optimise the telemarketing potential Telegen's in house training team provided a specialist and bespoke comprehensive training induction programme.

Results

Telegen has exceeded client expectations in terms of sales per hour, cost per acquisition, targets met and consistent delivery of quality and compliant sales in an increasingly regulated market. From an initial pilot the team has grown to in excess of 50 agents and the programme has now been extended into the residential market with equal success.

Our Client commented *"We are pleased to be business partners with Telegen on our outbound Business sales acquisition programme. We have been very impressed with the professionalism and efficiency of the team during implementation of the campaign and we are now seeing excellent sales results and performance"*



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