



**Industry:** Telecommunications

**Campaign:** Outbound Telesales

**Customers:** Residential

**Products:** Fixed line telephone service provider – carrier pre select

Innovative and hugely successful global group operating in the telecommunications market and enjoying exponential growth worldwide.

### Challenge

The Client was searching for a business partner to outsource its outbound telemarketing activities in the competitive but expanding field of fixed line telephony services. The Client's business proposition is innovative and cost competitive with the challenge of selling a relatively unknown provider against the "proven" offering of BT despite the benefits. There is a requirement to grow the customer base in the residential market. There were critical timescales for this project in order to optimise all opportunities with a sales focused approach, complimented by brand awareness marketing, essential in order to deliver a cost effective and profitable campaign for our client and Telegen.

### Solution

Telegen was selected for the campaign demonstrating our comprehensive understanding of the business objectives and proven methodology and experience in this sector. Our expert IT team quickly developed a bespoke solution utilising all aspects of our state of the art contact centre technology platform including on line direct debit mandate capture for real time sales supported by supervisory sale verification, predictive dialling and comprehensive database management. Our specialised training team then provided full training with the assistance of the client's technical expertise allowing a team in excess of 100 accredited agents to start calling. The two specialist teams were then developed via our team leaders and project managers ensuring ethical and high quality sales are delivered.

### Results

Critical timescales for all aspects were achieved allowing the project to launch on schedule in the autumn of 2003. Challenging targets are regularly achieved across the projects and sales per hour have exceeded target by as much as 40% with the database being utilised in full with conversion to sale reaching 75% above expectation.



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