



Industry: Telecommunications
Campaign: Outbound Telesales
Customers: Residential
Products: Broadband services

An award winning market leader in the residential UK market with this division offering a wide range of dialups, broadband internet products, digital TV and telephony.

Challenge

The Client was searching for a business partner to outsource its outbound telemarketing activities for a designated period of time. The objective was to increase customer loyalty via increased usage of the service, activation of accounts and cross and up selling of appropriate services. There was also a requirement to capture key data for future marketing use and escalate any service issues arising. There were critical timescales for this project in order to optimise all opportunities with an innovative and sales focused approach 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 paperless DDM, 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 of 30 accredited agents to start calling the client's existing database to cross and upsell their services and products. The team was then developed via our team leaders and project manager's ensuring ethical and high quality sales were delivered.

Results

Critical timescales for all aspects were achieved allowing the project to launch on schedule. Challenging targets were consistently achieved with sales conversion and all other service level agreements being reached or exceeded. List utilisation exceeded our Clients expectations ensuring that the brand was enhanced, valuable market information was received, significant additional revenue was generated as well as probable future customer loyalty increased. Our Client was very satisfied with the results achieved and the level of professionalism delivered by Telegen.



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