

Case Study: Telemarketing for Services Industry

Client:

Client is a comprehensive professional repair service for digital satellite equipment and covers complete system. They are a specialist digital service company, not an insurance organization. They offer first class and inexpensive solution to an expensive problem and are one of the few plans that cover for breakdown caused by accidental damage. They are one of the premier service and repair plans.

Campaign:

The opportunity to switch customers was an attractive market with high competition. Loyalties to existing customers often one that had served the family over a generation were increasingly being questioned. Initial requirement was to run a test with 5 agents to evaluate our quality and performance. The initial pilot was an unqualified success and Client selected us as one of their preferred telemarketing partners. The associates are required to capture information such as the name, service address, banking or credit card credentials.

Results:

The team scaled up from 5 to over 30 agents. They averaged between 1-3 sales per agent per day. The customers churn is kept less than 3%.

For more information on our services, customized solutions or for a quotation, please contact:

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