

INDUSTRY:

Telecommunications

NEEDS:

- Establish dedicated telesales team
- Build agent force immersed in company culture
- Improve sales of Postpaid cellular products and accessories

RESULTS:

- Exceeded KPI goals
- Increased revenue
- Continued success after initial launch



A Close Bond With A Telecom Giant Creates a Surge in Sales

A Telecommunications Giant

America's premier consumer Telecom Company provides wireless and wireline services to more than 55 million customers worldwide. The company has developed, engineered, and deployed a wide range of telecommunications technologies, including the launch of the country's first wireless 4G service.

Sales, Sales, Sales

The Telecom Company launched a series of marketing initiatives designed to drive potential customers to pick up the phone and inquire about their Postpaid cellular products and accessories. They needed a highly skilled telesales staff to field the calls and consistently close deals.

Preparation and Immersion

The Results Companies had already handled tech support and customer service for the Telecom Company's Prepaid cellular lines of business. When the Telecom Company selected them as the vendor for the Postpaid telesales program, Results committed two high-level executives to focus on the launch full time for the better part of a year.

Beginning six months before the launch date, Results pulled trainers, quality experts, and operations personnel from across its entire organization. Members of this Launch Team traveled to the Telecom Company's main campus, where they lived for three weeks. During this time, they completed hours of intensive classwork, had daily meals with top executives, and took sales calls.

Building an Elite Agent Force

Once the Launch Team had mastered the Telecom Company's culture, products, and goals, Results embarked on recruiting an elite agent force. To ensure they were able to draw a team made up entirely of agents with telecom sales experience, Results relied on word of mouth, an approach made easier by the company's ironclad reputation in the city where the program's main facility was located.



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ABOUT THE RESULTS COMPANIES

As a premier customer solutions provider, we aren't just experts in call centers. We're experts in representatives, analytical technologies and brand fulfillment. All of which excel your business into a league of its own.

Once chosen, the agents entered "Results Foundations Training." In addition to onboarding and culturalization education, trainees were required to continually prove their sales expertise during this phase. Of the 80 trainees that began "Foundations Training," only 65 graduated. The remaining agents underwent extensive product training and a Learning Lab where they took live calls under close supervision until proving full mastery of the curriculum.

The Role of Communication

During the kick off, ramp up, and long afterward, the Launch Team and operations staff sent detailed nightly status notifications to Results' President/COO and his direct reports. Aided by his close, open relationship of the Telecom Company's executive team, the President/COO was able to effectively take direct action to fix any problems before they snowballed.

At the same time, Results' Chief Marketing Officer continually communicated the program's progress to every level of both Results and the Telecom Company. These notifications celebrated the program's successes and called for support during its more challenging periods.

Outperforming the Rest

Results' rigorous performance standards and focus on full immersion in the Telecom Company's culture has enabled its agents to exceed all performance goals.

Learning Lab Agents:

- 72% of new Results Learning Lab agents met KPI goals (Average telesales organizations: only 61% of new agents meet KPI goals)
- Generated \$1.5 million in 24 month cell phone contract revenue for 813 new subscribers

Production Agents:

- Wave 1 pass rates ended above the enterprise average at 72.5%
- Agents performing at 100% of production goals for nearly all KPIs (50% is the norm for new agents)
- Results consistently surpassed all other vendors handling the telesales program for the Telecom Company for the "Device Protection" (DEVPRO) sales metric

