



CALLFORCE 
OUTSOURCING SPECIALISTS

TELCO OUTBOUND CASE STUDY

Delivering innovative, customised contact centre solutions
from SOUTH AFRICA to the GLOBAL market.



»» BACKGROUND

In 2015, CallForce was approached by one of the **largest Telecommunications providers in South Africa** to establish and manage a **dynamic team of outbound Telesales Consultants** to sell a variety of voice and data packages to new customers.



This model would **support their aggressive growth strategy** within the local market and would be delivered from two locations in Johannesburg and Durban.



»» OBJECTIVE

The objective for this campaign was to **increase both the volume of sales as well as the revenue per sale** in alignment with their high growth strategy which required CallForce to maintain a high level of agent performance every step of the way.



OUR APPROACH

STEP 1

ANALYSING THE DATA



The first critical step was to **analyse and assess** the current pool of agents deployed on the campaign.

We conducted **focus groups** to gain a deeper understanding of the Agents level of competence, performance and understanding of the telco sector.

STEP 2

ASSESSING THE FINDINGS



Our findings uncovered that the average-to-low performers lacked access to the tools and **coaching needed to empower** and inspire them.

We knew that the **right team structure** and coaching would significantly improve their confidence and overall sales performance.

STEP 3

DEVELOPING A PERFORMANCE MANAGEMENT STRATEGY



Using our state-of-the-art **performance management system**, we were able to ensure that all agents had access to better training, giving them instant feedback on their progress and performance.

They were also able to **receive tips and hints** to help them achieve their targets for superior campaign results.

STEP 4

OPTIMISING LEARNING MANAGEMENT



We wanted to make the learning environment a part of the business process that our agents felt comfortable within. To do this, we limited traditional classroom training and included more **digital engagement and role playing**, introducing a buddy system with our top performing agents.

All learning content was also digitised across **classroom, desktop and mobile** platforms to deliver a seamless, blended learning format for all.

STEP 5

DRIVING KPIS THROUGH ANALYTICS



To drive better performance and increase both **volume and revenue per sale**, we ensured our agents had scaled KPI's which incrementally increased each week.

Then, using **live analytics**, we were able to track and drive improved performance over time to boost conversion ratios and improve product bundling resulting in increased revenue.

STEP 6

OPTIMISING KEY LEADS



Our key focus remained on lead optimisation to **improve conversion ratios**. To increase lead efficiencies and outputs, we used real-time reporting that drove productivity stats.

In order to increase team productivity, we implemented **custom-designed dialer dashboards**, a strategic part of the process that led to a stronger than ever conversion ratio.

STEP 7

REFINING REMUNERATION STRUCTURES



Using **advanced analytics**, we were able to design an effective remuneration model for the campaign.

This ensured that all agents were incentivised appropriately for all their hard work, driving them to **achieve stretch targets** and growth objectives.

STEP 8

USING TECHNOLOGY TO EMPOWER



Once our processes were successfully optimised, we moved on to **digitising and automating** our training, performance, management, and quality assurance.

We also introduced innovative Smart Dialer technology to streamline lead conversion and segmentation by smart routing each call to the agent best suited to convert the sale. **"Propensity to buy"** analysis and detailed evaluation of the lead databases were also introduced resulting in improved performance.



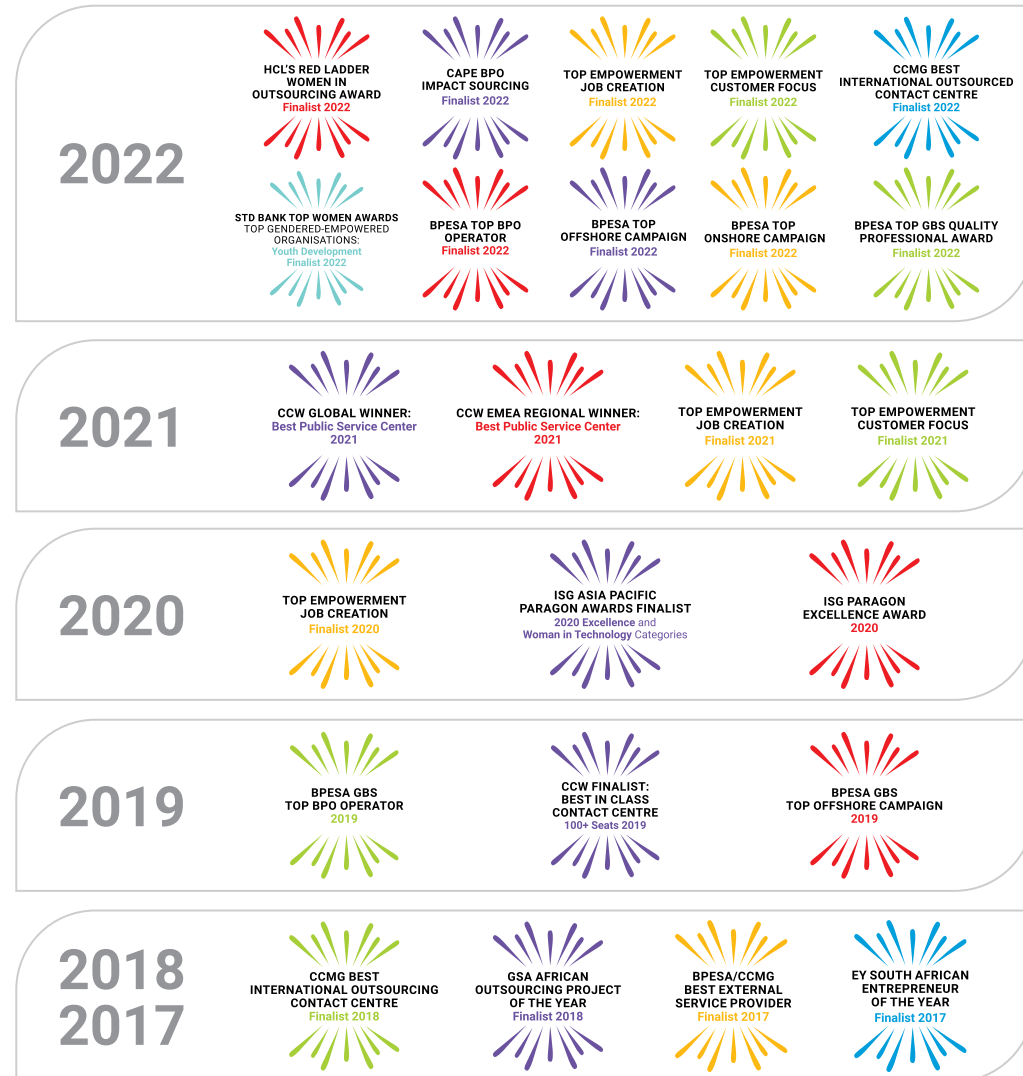
KEY ACHIEVEMENTS

The campaign results speak for themselves!

- **150 sales agents** were able to deliver excellent results across Johannesburg and Durban sites.
- **83% of agents** were able to significantly surpass their performance targets.
- The overall campaign achieved in **excess of 150%** against the planned target.
- Our redesigned commission structure drove higher sales resulting in a **50% increase in revenue**.
- Our team of agents consistently hold the **Top 10 sales positions** for the highest value achieved in outbound sales.
- Our agents have **doubled their sales figures** through this process of continuous performance optimisation.

»» RECOGNITION OF OUR SUCCESS

The immense success of this campaign could not have been achieved without the experience, knowledge and capability that the CallForce team brought to the fold as a leading outsourcing specialist in delivering customised, innovative contact centre solutions from South Africa to the Global market.





Asia | Australia | South Africa | United Kingdom | United States

ARE YOU READY TO PARTNER WITH US?

If you're looking for a customised, outsourced BPO solution that gives you the competitive edge, we would welcome the opportunity to set up time to define your requirement and discuss how we can bring the future of outsourced BPO solutions to your business.

LET'S START A CONVERSATION TODAY

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