



Overall Sales Increase by 28% in Just Seven Weeks for International Telecom Leader

Frontline customer service agents can drive both revenue and customer satisfaction with every interaction. The challenge is shifting the organization to become more sales focused without sacrificing service levels.

Learn how this company was able to spend less and get better with Knowlagent, optimizing frontline performance faster and more affordably than ever before:

Key Initiative

As a leading provider of international telecommunications services, this client's customer care division provides multilingual customer service and other call center services to its own customers, as well as for several third parties including financial institutions. The company's customer care division includes 1,000 agents in five centers and represents the largest residential product sales channel for the company, producing as much as 70% of its overall sales. The company needed to increase both outbound sales of telephone products and the in-bound up-sell of DSL services.

Solution

The company launched Knowlagent Training™ with a focus on improving sales and customer service performance in two groups: Inbound Customer Service and Outbound Sales. The goal of the program was to reduce variance in how agents handled calls by reinforcing key agent behaviors. A series of 40 15-20 minute learning breaks was created to improve selling skills through the use of a proven call model. Training was delivered to agents' desktops during downtimes in call volume. A daily scorecard was also pushed to both agents and supervisors, highlighting performance against key sales metrics to increase overall accountability and enable agents to track their own progress.

Impact

In just seven weeks, the total combined sales of agents using Knowlagent increased by an average of 28%. This improvement was achieved without negatively impacting overall operational metrics. Based on the outstanding results of the program, the company deployed Knowlagent Training to an additional 250 employees from a number of different divisions and with very specialized job functions. The company created a 90-day plan for content creation that focused on best practices that could provide quick wins without increasing overall training costs or adding staff. In just two weeks, the company was able to create simple content that resulted in a tremendous benefit without having to hire additional content development personnel.

Results at a Glance

- The combined sales of agents using Knowlagent increased by an average of 28% in just seven weeks.
- Overall operational metrics were not negatively impacted.
- A wide range of customized content was developed in just two weeks.
- Value generated equated to two times the amount of the Knowlagent cost.
- The company's sales performance and efficiency have consistently improved by at least 10%.

