

Experience Profile: Communications Industry

Maximizing Revenue per Call While Minimizing Back-end Fallout

The goal at Thomas L. Cardella & Associates is to increase client ROI with solutions for strong, reliable programs that achieve measurable results by relying on consistent methods and clearly defined processes. Specifically, our experience in the communications industry demonstrates an ability to deliver brand-building customer service programs as well as solid sales results whether on an acquisition, up-sell or win-back campaign. We understand the importance of producing a cost-per-sale that assures profitability. But equally important is our focus on agent training, monitoring, and sales verification to maximize customer satisfaction and ensure accurate order entry thus reducing potential fallout at installation.

Outbound Sales Experience Overview

- **Cable**
- **Satellite**
- **ISP**
- **Local, LD, VOIP**
- Bundled Packages; Premium Services, Ad-Hoc Products
- Seamless integration into ICOMS & CSG billing systems
- Real-time order entry with quality control in place to ensure accuracy

Case Study - Activation Retention Rates Boosted by Proactive Analysis

- When back-end fallout seemed unusually high on a difficult satellite win-back campaign, the Client Services Manager analyzed all available data and determined the best window for setting reactivation appointments
- Script revisions and team coaching ensured that appointments were set within this window going forward.
- While the client had not been evaluating vendors on back-end retention, our findings prompted the client to initiate a reporting process to ensure that performance was measured on net results as well as sales per hour.
- The chart above shows vendor rankings based on Activation Percent as well as Net Sales Activated. TLCA came closest to the client's Activation Goal of 82%.

Vendor Ranking	Activation Percent Goal	Vendor Ranking	Net Sales Activated
TLCA	71%	Vendor A	.11
Vendor A	67%	TLCA	.10
Vendor B	61%	Vendor B	.10
Vendor C	55%	Vendor C	.08

Results Snapshot - Exceeding Expectations on Up-Sell Campaigns

	Sales	RGUs	Hours	Cost Per RGU
Camp 1	.34	168	498	\$102
Camp 2	.47	561	1246	\$ 74
Camp 3	.29	280	966	\$116
Goals	.25			\$150

Program to contact existing cable customers offering additional services such as telephone and high speed internet showed above-goal performance in terms of SPH and delivered a cost-per-sale below budget - by as much as 50% on one campaign.

	May SPH	June SPH
TLCA	1.94	1.22
Vendor 1	1.33	1.19
Vendor 2	0.90	0.95

Program to contact existing TV customers to offer a premium movie channel upgrade. Program focus was on maximizing sales and our ability to outperform the other vendors allowed us to gain additional market share.

Inbound Customer Service

- Handling of general customer service and installation inquiries
- Balance an efficient Average Handle Time with an effective overall customer experience
- First Call Resolution cements customer loyalty and long-term ROI

At-A-Glance

Communications Experience

Outbound Sales, Retention/Win-back, Cross-sell/Up-sell
Consultative Sales on Bundled Services
Business Sales & Up-sell
Inbound Customer Care
Back-office Data Entry

Company Profile

100% Employee Owned
7 Centers/867 Seats
Average Agent Age > 34 years old
100% Domestic Workforce; Calls Handled in English & Spanish
PCI Compliant
SAS 70 Certified

Differentiators

Training and coaching methods that develop the agent's ability to utilize a consultative sales approach
QA monitoring, 100% sales verification, and auditing of verified sales ensure highest accuracy on data entry and maximum retention of sale on the back-end

Agile technology solutions designed for seamless integration with client's in-house order entry & billing systems

