

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.

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

Inbound/Outbound Sales & Customer Service

- Outbound sales, retention/winback, cross and up sell
- Consultative sales on bundled services; Business sales and up-sell
- 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

Core Differentiators

- Proactive account management; Value-added data segmentation and analysis
- Training and coaching develops the agent's ability to utilize a consultative sales approach while providing excellent customer service
- 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

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

At A Glance

Company Profile

- 100% Employee Owned
- 7 Centers/867 Seats
- Average Agent Age > 34 years old
- US-based Contact Centers (Iowa and Texas)
- Inbound/Outbound
- Neutral Dialect
- Bilingual Spanish (formal conversational Spanish)
- PCI Compliant
- SAS 70 Certified

Technology Overview

- Agile, Best-of-breed, Scalable Technology Solutions
- Seamless Integration with Client Systems
- Realtime Reporting
- Off-site data center; Redundancy

