



A Case Study: The Optimization a Call Center's Campaigns in order to Improve Inside Sales Revenue

The Problem:

A medical supply company engages in direct to consumer sales through both email campaigns and telephonic outreach. The majority of its sales are for reorders, where the attempted parties have an existing relationship with the organization.

Although the company's executive team was satisfied with their call center's engagement and conversion rates, they were interested to see if there was any further actions they could take that would result in improving campaign efficacy and increase sales revenue.

The Solution:

Exceptional Outcomes was provided the dialer logs from four of the company's revenue generating campaigns via the company's secure FTP server. An analysis of the logs showed that a large amount of calls resulted in the contacted party requesting a return call at a more convenient time for them. A date and time for the follow up call was almost always provided to the inside sales agent during the conversation.

Further analysis revealed that a significant number of the follow up calls were not made on the time and date requested by the customer. There were several reasons for this, including the issue that many customers requested similar times (weekdays between 6 and 8 PM, client time zone). When a call could not be made during the customer's requested date and time, the dialer technology would choose a random time in the future for the follow up call.

It was discovered that a second call on a later date than requested, but within a two hour window of the time requested was almost as effective in reaching the customer and converting the sale as calling on the exact date and time requested.

The Outcome:

Optimizing the outbound call campaigns to reflect this finding as well as making some additional changes that improved sales agent utilization resulted in improving the campaign engagement rates by 9%. This engagement uplift translated to an estimated increase in annual sales of over \$3M.

About Exceptional Outcomes:

Exceptional Outcomes is a consultancy with specialties in operations research, business intelligence and process excellence. They deliver training and software applications to clients in both the public and private sectors.