



Category: Business to Business

Industry: Productivity Software

Opportunity: A nationally known B2B software company needed to boost sales within its direct marketing channel. The client needed a contact center to provide outbound sales distribution to small businesses throughout the US. The chosen contact center would be responsible for providing full cycle sales distribution of the client's software solution. The customer recruited three vendors to split test a "one call close" direct sale campaign, after which a single vendor would be chosen to execute the rollout.

Challenge: Following an extensive testing process, it was determined that the one call close approach was not yielding optimum results, due to the fact that it required all agents to be equally adept in closing skills. Conversely, agents that possessed strong closing skills were forced to churn through non-callable records and un-sellable prospects.

Solution: Incept implemented a multi-touch, lead generation solution that used customer service oriented agents to present the features and benefits of the product to right party contacts, as well as, cleanse the list of disinterested prospects and non-callable records. Front-end leads were then e-mailed a follow-up communication with a link providing additional product information. This approach allowed for warm leads to be funneled to a team of highly skilled sales specialists. In addition, the e-mailed information generated inbound "hot leads" that were directed immediately to our closing specialists (through a skilled-based routing application) for closure.

Result: The implementation of this multi-phase, lead generation campaign, combined with effective regression analysis, advanced sales training, and stringent quality controls standards, increased overall conversion percentage by 44%. In addition, Incept realized increased program scalability and a marked reduction in the high attrition rates experienced during the one call close testing phase. To date, Incept has generated over 30,000 sales, as well as saved nearly 50% of customer cancellations as an inbound overflow resource for this client.

Telemanagement: In an effort to provide additional cost savings, Incept has leveraged its relationship with an international contact center partner to test a front-end lead generation solution that will increase call volume while reducing front-end lead generation costs. Incept will deploy a vendor management specialist to travel to the offshore vendor location to provide two weeks of extensive product training and sales management support. Our state side quality assurance team will provide on-going monitoring of the outsourced partner, in addition to conducting a weekly QA calibration meeting and call performance review. This nearshore solution will decrease costs while increasing scalability, volume of calls, and overall sales.

"Lots of telemarketing companies talk about quality ad nauseum.....Incept Corporation executes."

Outsourced Vendor Operations Manager