

Case Study

Providing Deep Expertise

in Managing Sales Campaigns



Overview

The client is one of the ten largest investor-owned electric utilities in the United States. The states in which the client operates are deregulated.

Challenges

Deregulation has opened up the US utilities market to competition. When the client determined that selling electric service to business and residential customers was outside their core competency, they made a strategic decision to outsource.

Client Quote

“With Teleperformance, we feel we have a true partnership where both sides are equally invested into the success of the program. We rely heavily on Teleperformance’s leadership to drive future marketing and inform us of potential improvements to our business. It is a pleasure to work with such a great company.”

Director, Customer Acquisition



Our Services

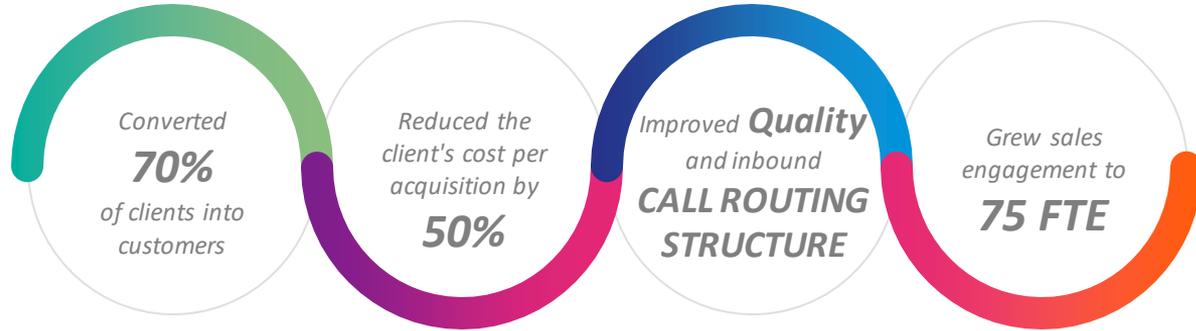
Teleperformance was selected for its deep expertise in managing sales campaigns, success in handling B2B and B2C (mass market) direct sales for deregulated utilities, and experience in helping clients make the transition to deregulation. The engagement began in 2011 with 30 agents at Teleperformance's center in Killeen, Texas. Teleperformance's approach for quality was implemented at the start of the engagement.

Teleperformance provides the following services:

- **Inbound and Outbound Sales:** Teleperformance conducted inbound and outbound sales, along with outbound winback calls, to business and residential customers. Teleperformance co-developed key selling propositions, tactics for countering objections, and identified opportunities to cross-sell and up-sell.
- **Campaign Follow-Up:** The client conducted direct marketing campaigns throughout its coverage area, and Teleperformance performed follow-up calls to convert these prospects into customers. Teleperformance also performed scanning and data entry of direct mail conversions.
- **Teleperformance Quality:** The approach drives improvements in customer satisfaction, sales, cost, and compliance. Inbound and outbound sales agents were trained on strategies to maximize sales while reducing handle times and improving close rates. Implementing Teleperformance's solutions to improve quality in a sales engagement offers insights into why a sale was not made (for example, the prospect may not have been eligible for the offer, or the correct qualifying questions may not have been asked), and identifies specific areas for improvement.

Key Results and Benefits

Teleperformance achieved the following results:



Sales Performance

Teleperformance converted 70% of its contacts into customers, exceeding the client goal of 35%. These conversions were annual agreements, and today Teleperformance is leveraging its expertise in retention programs to retain these customers.



Cost of Sales

Teleperformance's sales efforts reduced the client's cost per acquisition by half.



Quality

Teleperformance's approach to improve quality helped the client to learn more about their customer base, providing valuable information to the sales agents. It also identified ways to improve the client's inbound call routing structure-reducing operating costs while increasing customer satisfaction.



Engagement Growth

Within a year, the client authorized a doubling of the headcount. By mid 2014 Teleperformance has 75 FTE selling on behalf of the client.



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