



A MULTI-CHANNEL CUSTOMER SUPPORT TO A NUTRITION COMPANY

Project Overview

Client is looking for a new Contact Center that can handle their local customers inquiries via Phone, Email, SMS and can do Telesales

Industry

Nutrition, Health and Milk Products

Start Date

March 2020

Channel

Phone, Email and SMS

Services

Inquiry, Promotions, Complaints, Telesales

Language

English, Tagalog

HOOP

8x5 Operation (Monday-Friday)

Organizational Structure

(1) SV, (1) TL, (1) QA, (1) RTA and (15) AG

Site

transcosmos Asia Philippines

Challenge

- Client aimed to enhance their Telesales performance by implementing outbound calling strategies
- Minimize the number of escalations received resulting from changes in the product formulation

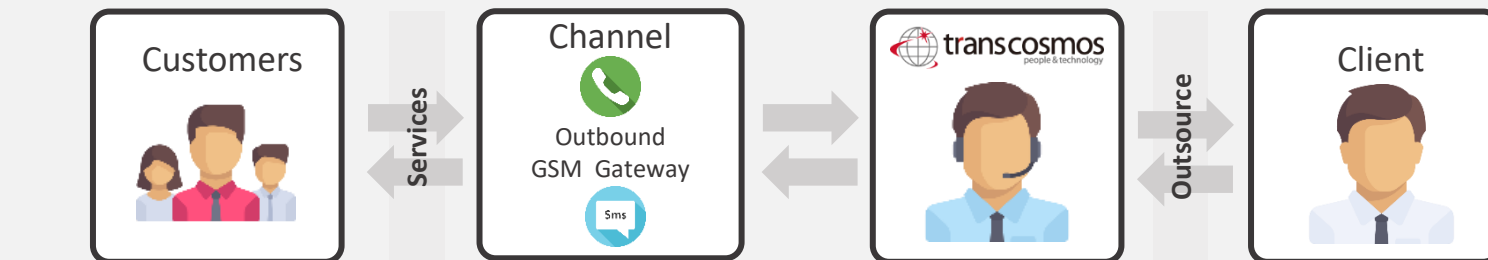
Solution/Initiatives

- ✓ Proposed SMS blast for unsuccessful call attempts
- ✓ Lower telecommunication cost with the use of GSM Gateway with high sales return thru Telemarketing activities and improvement in Outbound callback escalation activities

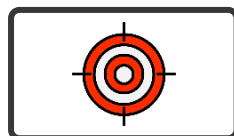
Insights

- ✓ 47.94% Increase in sales from first half of 2022
- ✓ 8.78% improvement in the escalation closure percentage first half of 2022

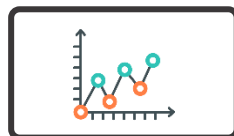
Process



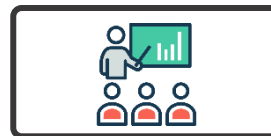
Telesales Initiatives



Hit Map Study



Creation of interval forecast for Successful Reach



Sales 101 Refresher

Escalation Handling Initiatives



Call back process for Complaints handling (Adverse and Regular Product Complaints)



Customer Handling Refresher Training

Result

