

Increasing Inside Sales Conversion Rates

Outbound call center sales were losing traction, but there was little information to analyze what was going wrong and how to correct the trend.

“Our outbound call center sales process is now closely managed and monitored – allowing us to improve results while minimize the cost of sale – essential as we grow our business.”

– President, Health Care Cost Management Company

Business Issue

A health care management company was seeing a reduction in the number of sales conversions from their outbound call process. The process to analyze the problem was cumbersome and difficult to pinpoint root cause.

In addition, the company was poised for significant growth and wanted more formalized processes to manage the growth with “right sized” resource – minimizing the cost of sale.

Adroit’s Role

Adroit was hired to review the outbound sales process, develop improved processes and support the implementation.

Stages in the engagement included:

- Observing the current outbound sales processes.
- Evaluating the telephony reporting and recommending best-in-class metrics to manage performance and staffing levels.
- Developing an enhanced outbound sales process.
- Evaluating support systems and develop requirements for system changes to support the enhanced processes.
- Exploring options for future technology enhancements

Outcome

The results of Adroit’s analysis and advice led to:

An enhanced outbound sales process that used existing tools to derive performance data such as:

- A consistent outbound process based on customer behavior.
- The accuracy of the outbound call with the customer preferred time of call.
- The number of outbound attempts required to complete the sale.
- An understanding of the inbound and outbound call volumes to support staffing models – making sure resources were available to handle all calls.

Implemented a formal quality program to reinforce process ownership and promote ongoing improvement.

Recommendations for further technology improvements that will support improved analysis and process management.