



## Telemarketing for Leading Canada Based Service Provider

### A quick snapshot

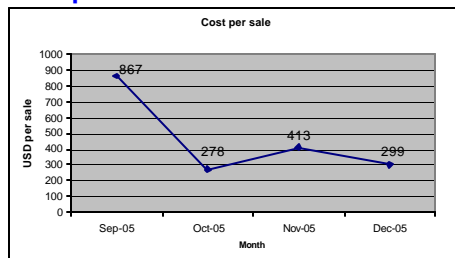
1. Geography supported – North America
2. Hours of support – 15X5 – 2 shifts
3. Number of FTE's – 70
4. Product – Long distance telecom packages
5. Support location – Pune, India

### Critical Success Factors

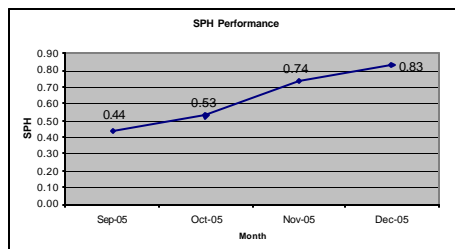
1. Client metrics to be met in a month from launch
2. Understanding of the needs of the customers and recommend the right package for his/her needs.
3. Continuous focus on reducing the cost per sale for the client

### Some Results

#### Cost per sale trend



#### SPH trend



### Client speak

*“Please let the group know that we appreciate their efforts and the great results they are posting in such a short time.” –*

*Client CEO*

### Background

Zensar is providing telemarketing support to this major Canadian telecom provider out of our offshore BPO facility located in Pune for the last 7 months with great success, product marketed being “long distance telecom packages”. While cost was the major driver for the off shoring pilot, significant process improvements driving the results have led to the subsequent ramp up in the headcount. Zensar started the pilot with a headcount of 25 which has now ramped to a team size of 70 FTE’s.

### Challenges

Some of the challenges handled during transition stage were

1. Meeting client SLA’s from the first month of operation.
2. Meeting hourly reporting timelines
3. Maintaining service levels and SPH targets while ramping up

### Process

1. Database given by the customer is loaded on the predictive dialer. The agent calls on behalf of the telecom provider and introduces himself to the customer.
2. Understands the customers’ requirements after probing on customer needs and proposes a package that might suit the needs of the customer
3. Once the customer expresses interest, a warm transfer is done to an Automated Third Party Verification unit.
4. If the customer confirms his interest, the sale is made. The call returns to the agent if the customer goes back, when the selling process is re-initiated.

### Process Optimization

Zensar has been consistently delivering the client defined targets for the last 5 months through the following optimization initiatives

1. Bottom performers identified. Put into a PIP. No PIP candidates post the implementation of PIP
2. Incentives introduced to drive performance
3. Identify the point ( in terms of list penetration %) where the list performance starts dropping ( in terms of SPH) and then use the following to improve performance
  - a. Agent banding (Depute some of the top performers when the list performance starts dropping)
  - b. Variable incentive
  - c. Dynamic predictive dialer management