



CASE STUDY:

Outbound Sales



OVERVIEW

A major US based energy provider wanted to outsource their outbound sales of calls for their gas and electric services. Traditional quality assurance models are time-consuming, expensive, and on average, only assess 6-10 calls per agent per month.

ContactPoint 360 used speech analytics and voice AI to give the energy provider instant visibility and analysis on 100% of customer interactions. On top of this setting up flags for monitoring events helped us deliver amazing results within a span of three months.

CHALLENGE



5 Telesales Vendors.



Sales rejected at utility.



Compliance issues.

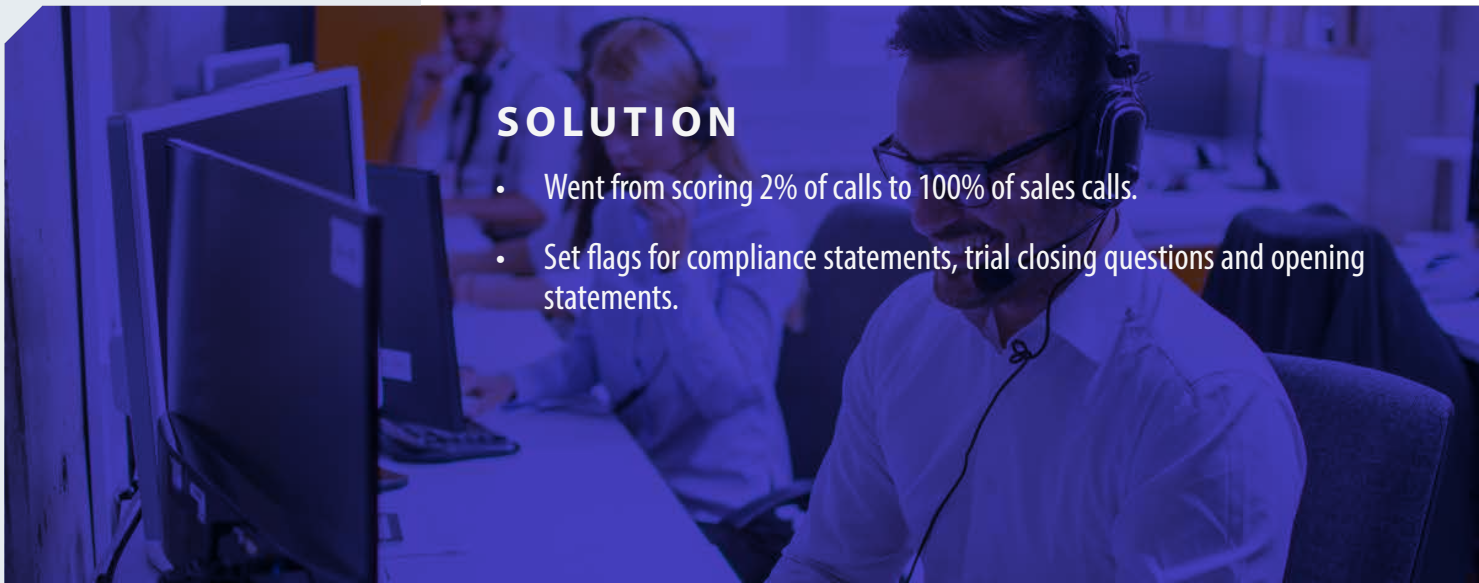


Sales-per Hour under target.



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SOLUTION

- Went from scoring 2% of calls to 100% of sales calls.
- Set flags for compliance statements, trial closing questions and opening statements.

RESULTS

Time frame: 3 months

17.3%

Increase in Sales Per Hour

31%

Reduction in utility rejections

12%

Reduction in agent attrition

ABOUT CONTACTPOINT 360

A Global Contact Center Operator, ContactPoint, 360, Inc., based in Toronto, Canada with locations in North America, South America, Europe, and Asia has reimagined the business process outsourcing sector by creating a new hybrid approach to CX support, combining omnichannel contact center operations, marketing agency services, digital transformation solutions, and an in-house software development division. The company's international team of subject matter experts are highly skilled in key industries such as Banking, Technology, Retail, Travel, Healthcare, Government, and Utilities. This expertise, along with the full suite of unique services, enables CP360 to provide end-to-end CX solutions to clients in a one-stop-shop environment.



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