

# CASE STUDY

## **Double digit increases in sales conversion rate for small business prospects**

### **Client Overview**

Small business customers are among the most profitable for this leading financial services company.

The client had been running a commercial credit card campaign for more than a year. Results from the current vendor were flat. Innovation and a fresh perspective were needed maximize the impact of each prospect inquiry.

### **ACT In Action**

ACT created a pilot program. 40 full time equivalents (FTEs) began taking incoming inquiries from prospects.

The program required a highly scripted approach for managing the incoming calls. ACT created a comprehensive scripting and data capture tool.

Custom reports focused on identifying prospect segmentation trends and conversion rates.

Managing individual sales results was a critical to the overall program success. To ensure focus on achievement, access to real-time results tracking was opened to all ACT team members working on the program.

The real time tracking allows individual agents to closely monitor their performance throughout the day. This access to real time data allows the ACT operations team and the financial services company to make refinements to the campaign.

In addition to providing access to results data, ACT provided performance incentives for agents and supervisors.

ACT increased the sales conversion rate by more than 20 points. With a conversion rate of more than 50 percent

ACT provided immediate bottom line impacts to cost and profitability.

ACT continues to exceed the baseline results. Attention to detail and incentives based on performance have created the structure of success.

### **Serving our Clients**

ACT has been serving the Fortune 1000 for more than 10 years by providing a comprehensive set of customer management services. ACT provides clients with exceptional performance every time – no excuses.

Our strategy is simple. Combine the exceptional people, leading edge technology, and a relentless focus on performance.

Our full range of customer management solutions include: sales, customer service, technical support, back office support, and Spanish language services.

Ready to learn more? Call us at (866) 704-5580.