

CASE STUDY: Inbound DR Sales

“Leading broadband firm partners with Ameridial to increase sales”

Our client

Is a \$1 billion firm that provides broadband satellite products and services. With its nationwide coverage and its ability to reach rural and geographically challenging areas, the company uses its very small aperture terminal (VSAT) equipment and satellite network to provide consumers and businesses with broadband Internet access and virtual private networks. The company's network services also enable network applications ranging from credit and debit authorizations to business IPTV and distance learning. In addition to its services, the company provides equipment used by fixed and mobile communication systems operators. With more than 400,000 consumer subscribers nationally, the company is on a rapid expansion track.

The challenge

The client challenge was to improve their ability to handle an increasing number of sales calls from direct response media, while at the same time increase the front-end sales conversion and back-end installation rates. The client was using a couple of successful cornerstone call center vendors, but faced challenges when bringing on additional vendors. The vendors added typically did well with a small sales team, but they were not able to sustain required KPI's when they scaled. The client needed a new, stable, high-quality and long-term partner that could expand with their growth.

Our solution

Ameridial rose to the challenge and was able to work quickly with the client to implement a successful inbound sales program within just 30 days. Several key factors played a role in the implementation:

- The client and Ameridial took the time necessary to understand each other's business and key metrics. Together they were able to begin developing a mutually beneficial solution for both parties.
- Both the client and Ameridial delivered on time and on budget. This generated mutual trust and confidence early in the process which was key to productivity and success. The client was able to deliver call volumes on forecast, and Ameridial was able to deliver quality staff and performance.
- In close partnership with the client, Ameridial was able to assemble and train a team of sales professionals including dedicated Sales Managers and Project Managers. Ameridial also incorporated robust incentive plans that were aligned with client KPI's. This level of focus and commitment was necessary in order to achieve the quality & performance required.
- There was (and is) an ongoing open partnership of information and idea sharing. The client and Ameridial have a common and unified vision to continuously improve the program processes and develop the people skills. The client and Ameridial are truly in this together.
- With these principles guiding us, Ameridial has been able to build a successful and scalable solution with the client for today and the future.

Resulting in

- ✓ Increased installation rates (averaging 13% higher than other vendors)
- ✓ Above average front-end sales conversion (10% higher on average)
- ✓ Reduced agent attrition (25% reduction over 120 days)
- ✓ Reduced costs and increased quality
- ✓ Partnership for on-going business

“Ameridial is a true partner and willing to do whatever it takes to help us be successful.”
--CLIENT