

# “Leading Nutraceutical Company partners with Ameridial to immediately support thousands of DR calls per day”

## Our client

Is a leading Nutraceutical company providing non-prescription health supplements designed to naturally support immune systems, heart health, sexual function, weight loss, memory health, and much more.

## The challenge

The client received 15,000 to 50,000 calls per day for multiple products and needed a quality call center to handle 10% of the overflow calls 24x7x365. These inbound calls are in response to Direct Response Television Ads (DRTV) with the majority of the volume coming between 8 PM and 3 AM daily with heavy call spikes. Having to staff this internally without the use of a partner would be too costly. All of these ads are a soft offer, so the call center agents need to aggressively up-sell and cross-sell these callers into a continuity program, 3 to 12-month packages, and other products.

## Our solution

Ameridial quickly rose to the challenge and was able to train a group of 50+ experience agents in less than 2 weeks. Ameridial then quickly ramped up to a group of 160+ agents in the US and Canada to handle the increased call volume. Ameridial created a customized order-entry system to handle all orders and to track all call types. Order files were sent to the client in real-time and daily reports were sent showing call statistics and results. 100% of the calls were digitally recorded and posted to an FTP site for the client to access anytime.

Automated reports were sent twice-daily showing details of specific transfers made. The goal was to hit 4 transfers per hour and Ameridial exceeded that goal from the beginning. This successful campaign will lead to a long-term relationship for additional outbound telemarketing.

## Resulting in

- ✓ Increase in Service Levels
- ✓ 22% increase in sales conversion rates
- ✓ 12% increase in revenue per call
- ✓ Reduced costs – up to 15%
- ✓ Successful Partnership for 2+ years

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