

**FTSE 100 Organisation - Contact Centre Performance Consultancy to Boost Sales Performance**

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***Client Objectives***

Our client is one of the UK's largest providers of Home Services, offering household breakdown and maintenance protection for central heating, plumbing & drains and home electrics. All marketing generated inbound enquiries about the range of services are handled by an in-house contact centre, with a dedicated team of sales agents. With the combined challenges of an increasingly competitive marketplace for these types of services and a failure to reach new customer acquisition targets before the end of the year, our client recognised the need for external intervention to identify where and how sales conversion could be improved.

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***maia's approach***

maia's team began by identifying all of the key steps in the end to end acquisition process, from the inception of the marketing proposition to an agent closing a sale in the contact centre. A workshop was then held to establish a common understanding of the shortfall in target and to gain buy-in from all the key stakeholders responsible for delivering sales in order to:

- Identify key external and internal factors affecting the sales process
- Identify the key issues, real or perceived, currently affecting each step of the sales process
- Agree quick wins and showstopper issues within the current sales process
- Produce an agreed action plan for improving sales effectiveness
- Build good working relationships between marketing and operations

maia was responsible for ensuring the implementation of this action plan, which focused primarily on the contact centre operation and internal influencing factors such as management information provision. maia delivered the following key features and benefits to the client over a period of 3 months:

- Mapping of call routing within the contact centre, which identified an overflow of customer service enquiries to highly skilled sales agents when other agents were available

- Changes made to call routing to ring fence sales agents to primarily handle sales opportunity calls
- Channel treatment project, customer satisfaction surveys were conducted to establish customer expectation prior to calling and how well these expectations were met during the call, with particular emphasis on the sales channel utilised by the customer
- Sales training for agents where sales conversion was improved by applying appropriate sales techniques dependent on the marketing channel that had prompted the customer's call
- IVR call volume analysis which identified a significant and unaccountable drop in call volume between network level IVR and call delivery to the agents
- Process mapping of all sales opportunities that were not converted at time of call, to identify if and how these were followed up, resulting in the creation of a new process for handling prospect packs
- Implementation of CLI identification at network IVR level to filter out large number of existing customers with membership enquiries using sales telephone numbers
- Overall management and co-ordination of the project to ensure timelines were adhered to and results were logged
- Workshop facilitation with key stakeholders in the business
- Monitoring sales volumes and conversion rates

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### ***The Results***

- Sales opportunities presented to the inbound sales team increased from 80% of the total sales calls to over 95%
- Channel treatment sales training improved sales conversion by 9% overall marketing channels
- 15% reduction in the number of existing customers being handled by the sales team
- Improved handling of prospect packs, with fulfillment improved and all leads followed up with an outbound sales call
- Overall increase in sales volumes of 11% over three month period

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If you would like to talk to us about how we can help your business, we would love to hear from you. You can contact us on [contactus@maiaconsulting.co.uk](mailto:contactus@maiaconsulting.co.uk), telephone us on 0870 7744220, or visit our website at [www.maiaconsulting.co.uk](http://www.maiaconsulting.co.uk)