

TP Recommender for increasing sales through NBA/NBO

Case Study: Swiss Telco



About the Client

Swiss Telco with a Teleperformance team of 223 Agents in both inbound and outbound campaign out of 2 cities in Greece (Athens, Thessaloniki). The outbound campaign is 21 FTEs



Challenges:

Outbound sale is a core part of client's interest

For outbound client is providing us a list with candidates to contact and either to bring them to subscribe services or to upgrade them from a prepaid to a contract.

This list is inserted to infinity (dialer) in order for the team to make the calls.

The reachability is around 10% while our competitors are ~60% according to company data

The sales target is not met consistent.



Solution

Increase sales

The payment scheme that we have is reliant on the number of sales. The more sales, the better the payment for each sale and increasing revenues and GM. Improving reachability will improve sales and agent productivity.

- Predictive score to call the **high probability clients**
- Champion-Challenger to define **the best strategy in terms of ROI generation**
- Efficiency: **ability to identify the prime targets for accepting a sale and when would be best to contact them.**
- By prioritizing based on the probability of conversion, the strategy now mandates to keep calling the same number of leads but is now based on the top **90%** of the best. **The higher conversion rate of these new prioritized leads will be the quantifiable delta of applying the model.**



Impact

+ 5.08% per month

