

Capability Case Study – Finance Sector

Client is a major UK financial company. Through its multi-brand strategy the Group provides worldwide retail, business and corporate banking, insurance and investment services.

Background

- Client had a requirement to increase their programme for credit card acquisition via the telemarketing channel
- Client had:
 - Lack of capacity in own contact centres
 - Poor experience with incumbent outsourced telemarketing provider
 - Desire to benchmark incumbent and internal operation with another outsource telemarketing specialist
 - HEROtsc appointed in April 2006

Client Objectives

- To increase credit card uptake within their existing customer portfolio
- To reduce cost per capture
- Acquire new credit card customers through affinity partnerships

HEROtsc Activity

- 1.85 million calls per year handled by HEROtsc employees
- 79,000 sales per year
- Database management e.g. data profiling and propensity modelling
- Quality and sales verification services

Outcome

- Outstanding performance from commencement of operation on all KPIs
- Delivered SPH of 1.2 – 35% above internal benchmark performance
- Conversion rate of 13% achieved - 28% increase against client target
- HEROtsc provides significantly above average sales conversion using specific performance management tools developed for the Sales Centre Of Excellence
- 42% uplift on quality vs. other providers and client in-house operation.
- Responsive and flexible resource for client.

Benefits to Client

- HEROtsc delivers best sales model in the UK for client
- High conversion rate delivers lower “cost per capture” than other client channels
- Improved outbound call quality
- Effective and responsive growth programme
- Improved understanding of customer propensity to buy
- Successful delivery of service to meet demanding KPIs



Results

- ↑ 35% SPH above target
- ↑ 28% sales conversion rate above target
- ↑ 42% better than in-house operation
- Flexible staffing levels maintained
- Delivering best sales model in UK

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