

Client is a leading integrated UK energy supplier which operates and manages flexible, low-cost coal, oil and gas-fired power stations and are developing innovative energy-related technologies.

Background

- Client appointed HEROtsc in October 2007 following an extensive procurement process involving 12 specialist telemarketing outsourcers.
- Client had:
 - Lack of capacity in own contact centre
 - Inability to provide adequately skilled advisors
 - Inability to build a successful sales capability in house
 - Desire to engage with a successful telemarketing provider to enhance their sales understanding

Client Objectives

- Significant increase in customer acquisition
- Reduction in cost per capture
- Improve ability to collect revenue by converting customers to Direct Debit

HEROtsc Activity

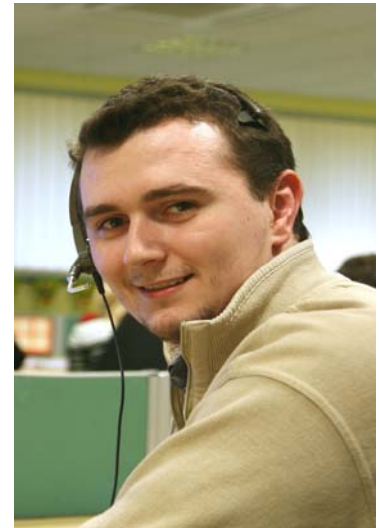
- 96,000 sales per year
- 768,000 calls per year
- Data management and profiling
- Cold customer acquisition
- Sales verification

Outcome

- Improved sales conversion rate by 105% to 12.9%
- SPH of 1.2 achieved - an improvement of 80%
- Converted 62% of Client's customers to Direct Debit payments
- Successfully implemented project ahead of schedule
- Successfully delivered service to meet demanding KPI's
- Provided learning on data and performance management of sales campaigns

Benefits to Client

- Considerably increased levels of customer acquisition
- Significantly improved cost per capture
- High conversion of customers to Direct Debit
- Outstanding track record on customer complaints
- Increased knowledge of sales management techniques



Results

- ↑ 105% sales conversion rate to 12.9%
- ↑ 1.2 SPH, an increase of 80%
- Converted 62% of customers to direct debit payment
- ↓ Cost per sales capture

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HEROtsc are members of:

