

Communication Solutions

Highlights

Industry

- Outsourced Teleservices

Solution

- Encore™ Suite

Results

- Doubles sales effectiveness with Closed-Loop Coaching
- Agents producing in the bottom third of sales production increased evaluation scores from 53% to 75%

COMPANY

Since 1996, Communication Solutions has been a leading third-party provider of inbound and outbound teleservices, focusing on customer acquisition, retention, cross-selling and up-selling. They service 35 - 45 individual campaigns per month, and have 425 agent work-stations in their three contact centers. They service customers from many vertical industries, including cable, telecom and financial services.

CHALLENGE

As the company has grown, several challenges have surfaced. First, when servicing multiple customers, the manual process of providing qualitative reporting data specific for each customer had become time-consuming. Second, the company was using stand-alone call recording technology coupled with homegrown databases and tracking tools and did not record agent desktops along with audio. As a result, management relied heavily on manual processes to track and manage evaluations. Finally, the company wanted to be able to deploy tools to ensure consistency in supervisor evaluations, automating calibration for how different supervisors evaluated the same recorded call.

SOLUTION

Working hand-in-hand with TDI, Communications Solutions began an intensive pilot program to test the Encore™ Performance Management Suite. Using CenterPlus™, they systematically increased the number of recorded calls being evaluated, breaking the agents into performance tiers so group as well as individual results could be captured. TDI's Portfolio™ reports were used to identify the frequency and quantity of evaluations conducted by each supervisor. The completed evaluations were then used to coach, mentor, and train agents on the skill sets they were lacking.

RESULTS

In less than two months, several critical results emerged. Coaching and feedback sessions showed a marked improvement - agents producing in the bottom third of sales production increased their evaluation scores from 53% to 75%, and their sales per hour more than doubled!

CenterPlus facilitated tracking of evaluations to help ensure every agent received the proper level of coaching/training. Sharing qualitative data with Communication Solutions' customers was made easier, as recorded interactions and evaluations are sent easily via email. Furthermore, the supervisors welcomed the tool as a chance to improve the consistency of their coaching, and found that CenterPlus served as an effective performance management training tool for the supervisors as well as agents.

Communication Solutions also benefitted from leveraging Encore reports as sales tools. "TDI's Liberation and Encore Suites give us a proven integrated platform to maximize the sales and development of our agents and supervisors, and allow us to be flexible and differentiated in the markets. Encore's reporting capabilities have helped set us apart from our competition and secure new clients," said Tony Ridenour, Vice President at Communication Solutions.

"We are extremely pleased with the results we have received thus far and we look forward to implementing Closed-Loop Coaching tools from TDI within all of our contact centers," continued Ridenour.



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Tony Ridenour
Vice President
Communication Solutions

About TDI

TDI is a leading provider of revenue accelerating solutions for the contact center industry. For 25 years organizations have relied on TDI's proven technology, innovative solutions, and quality services to develop their workforce, optimize the customer experience, and improve sales and service revenues.

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