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*Personalized service in
both sales and service*

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More intelligent customer contact with customer profiles

Improve the relation with your clients

Ambition

A large financial institution had just completed a successful sales stimulation project in their customer contact center.

Now the challenge was executing “smart” strategies in terms of how consumers were handled: selling when “next best sell” recommendations were present, delivering excellent service when retention issues were involved and handling the base customer as efficiently as possible when no opportunities or issues were present.

Approach

Using existing customer profile data, a contact strategy concept was built incorporating key elements of sales, service and efficiency:

- **1. Customers with high sales potential**
(treatment: Sales)
- **2. High-value customers, retention risk**
(treatment: Service)
- **2. Customers with low sales potential**
(treatment: Efficiency)

Results

Sales increased 175% in test group vs. control group

Talk time decreased by more than 20% in ‘Efficiency’ treatment

Approach

Customer encodings

The three customer encodings are in the customer's profile, including the next best sell leads. Once the customer is identified, the employee can focus the conversation on one of the three "flavors".

Delta

The three customer encodings are refined via existing methodologies such as Delta Force teams. These are test teams to test and implement successful sentences.

Force

team

External sales coaches

Through external sales coaches, the entire customer dialogue and new methodology is rolled out across the entire call center, so that all 1200 agents use the same methodology.

Critical Success Factors

● Multi-disciplinary team

Working together to develop a workable model for piloting

● Feedback

Employees and managers provide continuous feedback and advice to the project team

● Developing the dialogue

Relative freedom for call center staff to develop customer dialogue itself

earlybridge.

DRIVING CUSTOMER PERFORMANCE

EarlyBridge is a specialist in customer experience and one-on-one customer contact.

We help organizations to become truly customer-centric to improve marketing, sales, and service results.

Relevant case study:

'The Red Carpet customer'

www.earlybridge.com