



## Case Study

### Communications and Media Outbound Sales Exceed Expectations



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## Business Challenge

A Fortune 200 provider of wireless communications services sought a partner to take over an outbound campaign to sell its data services. Data services were an important part of the company's retention and differentiation strategy as well as a source of increased revenue. In addition, a major competitor had recently launched walkie-talkie functionality, something that had been a key differentiator for the wireless company. Clearly, selling data services was critical to maintaining market leadership.

## TeleTech Solution

The telecommunications company turned to TeleTech for a solution that included inbound sales, outbound sales, and inbound sales to Hispanic customers. Based in our Buenos Aires, Argentina customer management center (CMC), the program began in May 2003 with 50 agents and grew to 260 agents by late 2004.

The program started on a small scale but generated results quickly. One month after the program began, we added 25 agents, bringing the total number to 75. It ramped to 200 by the end of 2003. The program expanded to include selling new phones as well as data services. Results increased just as quickly. We achieved .50 sales per hour by the first month of operations and sustained that rate throughout the aggressive ramp-up period.

Based on the success of the outbound program, the wireless communications company launched an inbound Hispanic sales program by February 2004, initially allocating 50% of their inbound Hispanic volume and 30 agents. After the first month, we achieved the target 15% sales conversion per hour rate.

## 02 Outbound Sales Exceed Expectations



TeleTech®

By May 2004, the wireless company consolidated all its inbound Hispanic sales calls in the Buenos Aires center, removing them from competitors' operations in Canada and expanding the program to 60 agents. The company also chose the Argentina center for its most complex operation, inbound sales. This program launched with 17 agents and has since expanded to 70 agents.

→ Outbound campaigns generated average top line revenue per agent per year of \$100,000

### Results

The wireless communications company's data sales program was successful on multiple levels. Data sales generated an important source of revenue, driving average top line revenue per agent of \$100,000. The program consistently exceeded expectations, generating \$14.67 incremental revenue per month per customer vs. the target of \$10.00. We ran the program efficiently, generating a revenue-to-expense ratio of 4.8:1 vs. the client target of 2:1. Finally, the wireless communication company gained a solid program for selling data services, a key piece of its customer retention and differentiation strategy.

### Success Metrics

- Outbound campaigns generated average top line revenue per agent per year of \$100,000
- The program consistently exceeded expectations, generating \$14.67 incremental revenue per month per customer vs. the target of \$10.00
- We delivered revenue-to-expenses ratio of 4.8:1 vs. the client target of 2:1
- We sold more than 7,000 new phone lines/users per month
- Sales per hour surpassed client expectation by 10% to 20%
- For the Hispanic inbound sales campaign, we consistently exceeded the target sales conversion rate by 10%

North America

Latin America

Europe

Asia-Pacific

