



ADVANCED ANALYTICS

CASE STUDY
R SYSTEMS ANALYTICS

A Leading Telecommunications Service
Provider Improved its Sales Conversion
by 3% with R Systems Analytics

www.rsystems.com

Client Overview

The client, one of the leading telecommunications service provider, supplies telecom services to corporate and government customers worldwide. Its consumer division provides telephone, broadband and television services to approximately 20 million global customers.

Problem Statement

- The client was struggling to improve the sales of its premium broadband product for over 2 years
- The traditional quality program used by the client enabled them to monitor only 1% of the total sales call volume leaving the rest 99% of calls untapped
- The client was unable to monitor the sales efforts and create concrete action plans for the agents

Primary Client Objective

- The client wanted to discover reasons for a low conversion rate for its premium broadband product
- Required a solution to monitor and analyze 99% of the untapped sales calls made by agents
- The client wanted to measure the effectiveness of sales efforts made by the sales agents on phone calls to create targeted action plans

Our Solution: Analytics GYM[®]

► Data Science

Our Analytics Consulting Engagement

The STEPS:

- a. Business Understanding/ Use
- b. Data Understanding/ Use
- c. Analytics and Assessment
- d. Implementation

The Approach

Putting together its robust analytical tools, qualified business analysts and domain experts, R Systems devised a robust solution for the client that drastically improved the product sales. Besides analyzing 100% of all calls to aid decision making, we undertook the following key activities to boost the sale conversion rate:

- Root Cause Analysis to discover the key reasons of low sales performance
- Call mapping to determine the typical call structure
- Time stamp analysis to measure:
 - At what stage, during the call, a product was pitched
 - Whether pitching the product, at that particular stage of the call, had any impact on the sales conversion
- Detecting whether agents are performing the need assessment before pitching the product
- Measuring the effectiveness of needs assessment, objection handling and rebuttals attempts
- Identifying an ideal sales call flow

Scope Delivered

- We analyzed 100% call volume for three consecutive months and studied agent demographics, as well as data from various sources like CRM, IVR, ACD etc.

This compendious analysis of data enabled us with the following:

- Gained greater insights around common customers' objections
- Using these valuable insights, we created effective strategies for the sales campaign

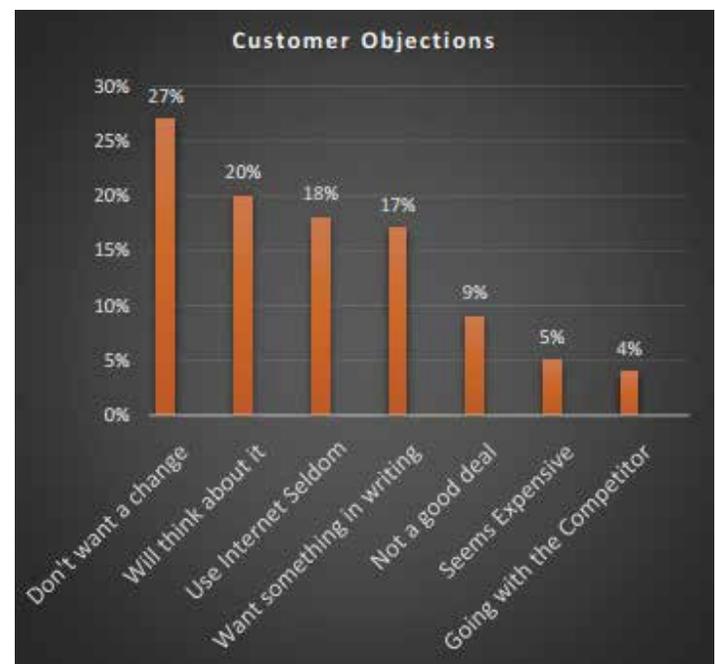


Figure1: Customer Objections

Scope Delivered

- The needed intelligence to define an ideal flow for sales interaction. The flow was based on the identification of the optimum time to perform and make an offer for the product

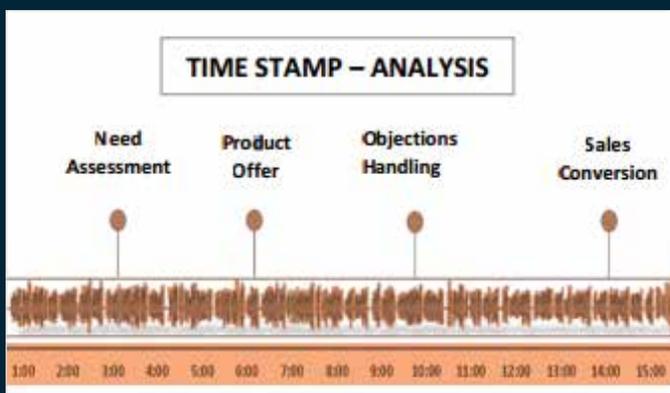


Figure2: Time Stamp Analysis

Key Findings

- Our sales call flow analysis revealed that 3 minutes through the call was an ideal time for asking the need assessment questions because majority of sales conversion occurred during this time
- Our analysis also helped the client to know how often agents provided rebuttals to customers' objections and how many rebuttals got converted into sales

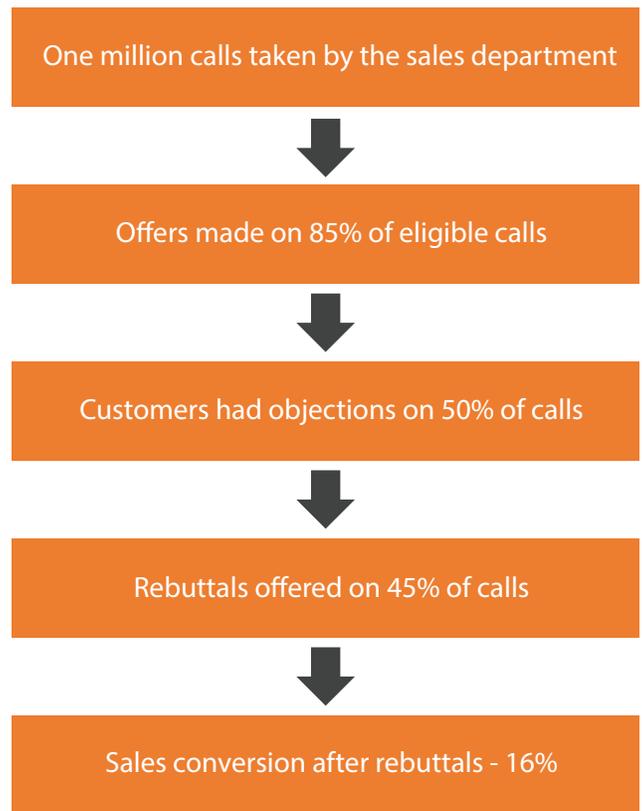


Figure3: Sales Call Flow Analysis

Using our Interaction Analytics tool, we categorized the agents' effort levels as follows :

- No Effort Pitch: On 15% of the calls, there was no pitch made
- Low Effort Pitch: 40% of the calls had low effort pitch, wherein agents pitched for the product without doing a need assessment. They didn't even provide any rebuttals to the customers' objections
- High Effort Pitch: 45% of the calls had a high effort pitch, wherein agents did a need assessment before pitching the product. They also provided adequate rebuttals

Based on the historical data, we found out that agents were able to convert more sales calls when there was a high effort pitch as compared to a low effort or no effort pitch.

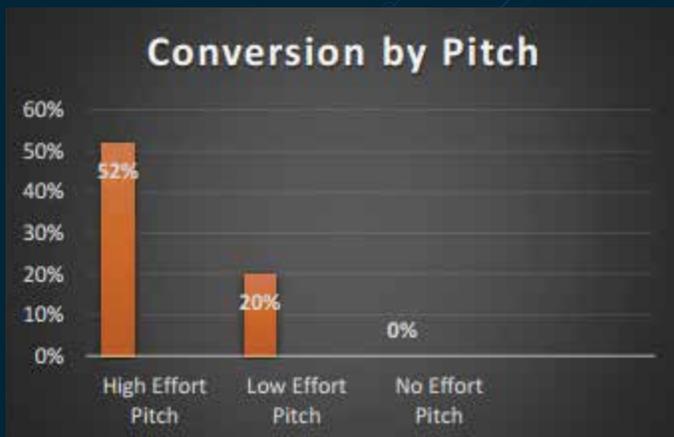


Figure4: Conversion by Pitch

- Targeted agent trainings and reward programs specifically to convert low effort pitches to high effort pitches
- Near real-time interaction analysis to recommend agents, best action plans, to pitch as per the customers' profiles

Business Outcomes

- With R Systems' Interaction Analytics Solution, the client experienced up to a 3% increment in the product sale within 6 months of implementation of the solution
- Improved client's ability to harness the potential of big data
- Leveraged deeper insights around customized customer feedback plans
- Identified best practices which worked specifically with different types of customers
- Draw comparison between low effort and high effort pitches