

Sales Center model proves to be a valuable asset to wealth management company

Business Challenge

Our Client provides insurance and wealth management products and services from coast to coast in Canada, and internationally, in the United Kingdom, Isle of Man, the Republic of Ireland and Germany.

With a long history between Transcom North America and the client having been established, it was not unexpected that an outbound campaign that began in 2006 would be awarded to us. What was unexpected was that the initial results were below the targets by a large margin.

That Transcom North America had always provided continued sales success building a strong relationship all along and we were running at 25% of target was not something that we were going to allow.

Transcom Solutions

We had launched in a new office in 2006 with new agents who were equipped with our intensive sales and systems training and still ran .2 on a .8 SPH target.

Concurrently, and for the benefit of another client, Transcom North America had just created a new model for sales staffing in the St. Catharines Office. As our most senior agents worked from that office we culled the best outbound agents that we had, dedicated them to strictly outbound sales, provided them with the best supervisors available in an environment where all agents were performing similarly focused tasks and the Transcom North America Sales Centre was born.

Within 30 days, sales had increased 300% and now the sales team exceeds the clients targets month over month ten times out of 12.



Achieved Results

Increased sales in the Sales Centre come from more than simple call centre know-how.

Agents in the Sales Centre are immediately given a 50% hourly rate incentive. Small scale specialized training provides acute awareness of the client needs and all legal compliance and work pods are centered on top sellers where these highly motivated individuals feed off the success of others.

Optimizing customer contact through intra-day timing and annualized cycling are two ways to increase the efficacy of the campaign. List analysis makes more contacts more responsive and dialer modifications have been shown to dramatically increase sales immediately.

Transcom sustains performance by retaining only the peak performers and again by only bringing in top performers from other campaigns.

Now all the measures that make this a highly profitable campaign for the client (including SPH, Conversion on Right Party Contacts, File Penetration, Right Party Contacts/Hr, Completes/Hr, Abandonment Rate, Premiums Per Policy and Premiums Per Hour) are regularly being met by Transcom North America.



Facts: Insurance and Wealth Management Company

Founded in 1847

more than \$134 billion in assets under administration

a diversified international life insurance company offering a wide range of protection and wealth management products to individuals and groups, principally in Canada, the United Kingdom, the United States and the Republic of Ireland.

Facts: Transcom North America

Established in 1996

Prior to acquisition in 2007 by Transcom Worldwide S.A. was Canada's Largest privately held third party service provider

Complete CRM and collections service for the full life cycle of the customer

Robust Interactive Voice Recognition Platform

150 International and domestic clients

15,000 employees in 30 countries

