



Protocol Global Solutions Case Study

Cross-sell contact center strategy boosts results for a leader in the Energy industry.

CHALLENGE

- Converting leads from cross-sell direct mail program into “higher value” customers.

SOLUTION

- Protocol Global Solutions creates a dedicated team of experienced, highly trained call center agents to handle calls and increase overall average sale value and retention.

RESULTS

- 95% conversion on qualified leads.
- 40% increase in sales with a 1% decrease in cancellations.

The Challenge

Today’s savvy marketers know that implementing a cross-sell strategy is a smart move. Not only does it create more brand loyalty, but it opens up new revenue streams to maximize their share of the consumer’s wallet. This is especially vital in today’s competitive de-regulated market. One Energy company realized these important facts and developed a cross-sell direct mail campaign to more than 1 million of its water heater rental customers. The program offered these current customers HVAC protection plans. The problem then became how to maximize the sales potential of the many leads cultivated by the direct mail program.

The Solution

This leading Energy company contacted Protocol Global Solutions. Within a short timeframe, Protocol brought together a dedicated team of highly experienced call center agents to handle consumer response generated by the direct mail program. These agents received specialized training to ensure proper response to all questions and learn proper positioning of maintenance or protection plan benefits to increase overall average sale value and retention.

The Result

Leveraging Protocol’s customized solution, this Energy leader realized a 95% conversion rate on qualified leads. This translated into a remarkable 40% increase in sales with a 1% decrease in cancellations. These figures proved the program to be a resounding success, and has resulted in the use of this strategy time and again for our Energy client.

About Protocol Global Solutions

Protocol is your single source for contact center services focusing on customer service, lead generation, sales, customer acquisition and retention. With over 2,200 employees in 8 locations worldwide, we proactively add value to the relationships between our clients and their customers with depth and experience across a diverse range of verticals and services.

To discover how Protocol can add value to your customer relationships, call 1-800-677-2001 or visit www.protocolglobalsolutions.com.

