

Leading Telemarketer

CallTech™ Delivers More Than 20% Increase in Sales per Agent Hour for Leading Telemarketer

Business Need

The client is one of the leading financial services providers in the United States. Specializing in diverse offerings, the client has solutions that can be customized to meet the exacting financial needs of today's demanding consumer.

With a large selection of customizable options available, the client must continue to keep their diverse product offerings top-of-mind with both current customers and leads. To ensure success and increase sales, the client uses telemarketing to keep their customers and prospects informed and interested.

Challenged with low right-party contact rates for telemarketing, it was important that the client make the most out of every customer contact.

Goal

The client's goal was to improve their sales per hour of agent time.

Solution

CallTech™, ALI Solutions™ ("ALI") best-time-to-call software.

Operation

ALI's CallTech used the client's database, which contained several months calling history, prior offers and responses, and credit quality, to create custom models that predicted the optimal calling schedule for their available agents. Once the schedule was completed, CallTech facilitated the calling by dynamically resequencing the lists based on the optimal calling schedule.

Results

ALI Solutions' CallTech took the guesswork out of when to call. By optimizing the client's calling schedule over the entire day, the client had the ability to identify leads that were more likely to respond to their offer. This allowed them to reach the most eligible-buyers, rather than only those who were easiest to reach.

By using CallTech, the client was able to gain more than 20% lift in sales per hour. Plus, CallTech worked with the client's current resource constraints while achieving this increase in sales, therefore maximizing agent productivity and increasing operational efficiency.

Summary of Success

With ALI's CallTech, the client was able to increase sales per agent hour.

- Increase sales per agent hour
- Increase right-party contacts
- Increase efficiency

About ALI Solutions™

ALI Solutions provides event-based analytic decisioning applications that empower consumer financial services organizations to preemptively manage risk and improve profitability. ALI's solutions automate the fusion of transaction data with third party data sources to dynamically execute credit, fraud and collections policies that solve immediate business problems while easily adapting to future industry challenges. For over 16 years many of the world's most successful companies throughout North America, the United Kingdom and the Asia Pacific region continue to choose ALI because its applications are proven to help businesses mitigate losses while delivering millions of dollars in bottom line benefit.

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