

Quality Education Provider

Increased Lead Conversion and Agent Productivity Using OnQ™

Background

A major U.S. provider of ongoing education services offers high-quality education to diverse student populations across the world in a variety of career-oriented disciplines. Due to their growing popularity with prospective students, the company needed innovative ways to improve call center operations, increase agent productivity and lead conversion rates while retaining high standards for service.

The company's challenge is to quickly contact and qualify online leads which can then be passed on to the enrollment personnel of the affiliated colleges while continuing to service their current volume of day 1+ leads effectively. "Speed to Lead" is the key metric that they're utilizing to specifically evaluate the performance of those real-time online leads. This metric measures the duration of time elapsed from the time of the on-line web form submission to the actual contact with the prospective student. They observed that when a prospective student is called within ten minutes or less of making an online inquiry, they are more likely to be qualified as a lead for their enrollment personnel.

Solution

The education provider chose to implement OnQ™, an automated campaign management solution from ALI Solutions ("ALI") in order to improve their Speed to Lead results. OnQ automates and centralizes campaign and policy management for outbound telemarketing campaigns, list segmentation within consolidated outbound campaigns and call rule compliance. OnQ has been instrumental in achieving the company's objectives for outbound calling efficiencies and effectiveness, and optimizing agent resources.

OnQ improves agent utilization and reduces administration time by centralizing and automating the dialer campaign management. OnQ loads the new file of records to be dialed and segments the file into calling lists based on segmentation and prioritization criteria. OnQ monitors demand from each active campaign and delivers small batches of records to agents as they are needed, re-prioritizing call records on the fly. This just-in-time approach enables real-time strategy changes, delivers calls to available agents and adjusts to fluctuations in contact rates, all while agents remain logged in to a single continuous campaign, avoiding idle time.

As a result of these productivity improvements, agents spend less time waiting for calls and more time talking to the best lead opportunities – ultimately resulting in greater efficiency and incremental qualified leads.

OnQ has enabled the company to maximize the effectiveness of each of its outbound campaigns. OnQ delivers innovative approaches to:

- Centralizing and automating campaign management and contact tracking
- Providing real-time record delivery to meet fluctuations in demand
- Easily segmenting lists and executing dynamic rules regarding recall and phone strategies
- Scheduling campaigns and calling strategies and flexibly modifying campaign settings to accommodate changes, in real-time as needed
- Testing "Challenger" strategies in an objective, unbiased manner throughout a single campaign

OnQ has an intuitive business user interface for outbound calling campaigns, providing more flexibility and control. ALI provides the training needed to match the business needs with the capabilities of OnQ, as well as provides education about OnQ's more advanced features, which the company may want to use in the future.

"We chose to work with ALI to improve our campaign management capabilities and ultimately our business results. ALI's expertise in getting the most out of outbound calling campaigns has helped us achieve our productivity and lead conversion goals. The ALI team has worked closely with us to understand our business objectives and configure a solution to ensure that we achieve our call center goals. We are pleased with the results we've achieved thus far and expect them to continue to improve."

— Quality Education Provider



Results

The company has transformed its dialing strategy and improved lead generation activities through the implementation of OnQ. Staff un-productive time has decreased by 32% and the team is increasing lead qualification results by 25%. Agents are reaching more prospective students, faster, with the same staffing levels.

The following results have been achieved to date:

1. Higher productivity from call center agents, with significantly less idle wait time between calls. Due to the higher qualification rates achieved, the call center can now achieve a higher number of enrollments with fewer leads.
2. Increased emphasis on measuring conversion and cross-referencing success rates to the lapsed age of a lead. They are discovering that certain leads should no longer be called after a certain period of time has lapsed without a successful contact.
3. Calling penetration is now deeper and more diversified. They can now cost-effectively allocate agents' time to address certain types of leads, such as 'cleaning-up' aged accounts, without sacrificing any of the new leads which have a higher probability of converting.
4. Ability to support more strategic, specialized dialing campaigns and produce results faster than previous more general campaigns.
5. Improved return on investment in lead generation. The increase in Speed to Lead, productivity and penetration into calling lists means that the expense of lead generation can be offset more quickly.

With a ten-year record of delivering innovation in call center operations, OnQ is the solution of choice for maximizing each outbound calling campaign -- lowering the cost per contact and increasing lead qualification and conversion. OnQ provides organizations with improved control and precision and flexibility to adapt to campaign changes based on calling results. By actively managing campaigns using ALI's optimization automation solutions, clients realize a significant reduction in agent idle time, an increase in contact rates and less manual intervention with dialer administration. OnQ will continue to grow and improve with the company as it continues to implement more advanced calling strategies.

About ALI Solutions™

ALI Solutions is a leading provider of contact center solutions and the leading brand providing best-in-class analytics applications to the collections market. ALI's solutions empower business users to maximize agent productivity and optimize customer contacts through advanced contact analytics, automated decisioning and dynamic campaign management. Since 1992, many of the world's most successful companies throughout North America and the Asia Pacific region have chosen ALI because its solutions enable them to proactively communicate with their customers more effectively, thereby improving business performance and enhancing their customer relationships.

Contact Us

www.alisolutions.com

Headquarters

Phone: 512.328.8215

Email: info@alisolutions.com

Asia Pacific

Phone: 65 6327-5263

Email: AsiaPacific@alisolutions.com

UK

Phone: +44 (0) 20 7484 5066

Email: UK@alisolutions.com

