



**CALLFORCE**   
OUTSOURCING SPECIALISTS

RETAIL & INSURANCE CASE STUDY

Delivering innovative, customised contact centre solutions from SOUTH AFRICA to the GLOBAL market.



## THE OPPORTUNITY

CallForce was approached by one of South Africa's largest retail stores with the request to **provide an outbound campaign**, selling insurance to their existing client base.

Typically, this store's client engagement and interaction included the **face-to-face upselling** of additional value offerings including insurance and loyalty programs.

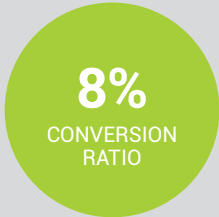


In switching to an outbound campaign strategy, this campaign had to ensure agents were **empowered to initiate and command the right conversations**, as well as the skill of navigating the complex compliance protocols involved with insurance sales.

## THE CHALLENGE

This project had been outsourced to other BPO providers; however, sales targets were not being achieved on a monthly basis, there was a low conversion rate and massive churn of staff.

Our client was looking for a partner who could provide a **minimum of an 8% conversion ratio on new sales**, which calculated to **10 000+ sales per month**. This required a contact centre setup of **approximately 50 agents** and the setup of a sophisticated infrastructure to **integrate with the client's existing 17 back-end systems**.



## OUR EXTENSIVE SALES EXPERIENCE

We drew on our teams extensive sales experience and expertise across consumer and B2B to design the solution:



**Inbound and outbound consumer sales** include voice, data, fibre, insurance, financial services - **short-term loans**.



**Inbound and outbound B2B sales** including voice, data, fibre, insurance, financial services - **SME support**.



**SME business sales** and priority clients **support desks**.



**Retentions and upgrades**.



**Migration campaigns** which include cost benefit analysis and migration to optimised packages.



**Video-based priority desks** for extremely **high value clients**.



**Managing priority queues** based on **customer segmentation strategy**.

## KEY FACTORS TO OUR SUCCESS

- ✓ Our **highly skilled agents** are well-versed in **navigating complex sales discussions** and overcoming client objections to achieve the desired results for both the consumer and SME sales units.
- ✓ Our achievements in the consumer segment and our ability to **simplify processes** have proven to increase conversion and **optimise the customer experience**.
- ✓ Our **diverse and culturally aligned teams** communicate in **all the African official languages** and dialects increasing the reach and ability to communicate to a larger client base.



## OUR APPROACH



### SOLUTION DESIGN

Formulated a **customised solution** that integrated the right people with innovative processes as well as the correct omnichannel technology to provide a streamlined experience and increase sale conversion ratios.



### ANALYSIS

Studied the project landscape, co-evaluating and clearly **defining the client's current challenges, business objectives and expectations.**

Investigated the key areas of underperformance and **created a unique strategy** to address these areas.



### REVIEW & REFINEMENT

Constantly **reviewed, refined and optimised** the process base on customer feedback and the interpretation of the campaign analytics.

This was crucial step in the process giving us the **insight needed to adapt** the process, technology or agents needed to deliver the desired results.



### WORKFORCE MANAGEMENT

Optimised seats catering, absenteeism and leave management through an **effective digital workforce management system.**



### HIGH PERFORMANCE CULTURE

Drove high performance and KPIs through **effective sales scripting, objection handling** and continually **enhanced sales skills.**

Facilitated regular **agent and management touch points** such as one-on-one coaching and weekly team meetings to discuss process updates or client feedback to support and improve agent performance, all delivered through an **effective digital communication strategy.**

Provided a **productivity optimisation method** through a live dashboard that monitored and effectively **manage the productivity** of our agents.

Deployed an agent **incentivisation and rewards program** to minimise downtime, create motivation and purposeful customer engagement

Implemented a **gamification model** into the operations of this campaign to **recognise and reward top performers**, creating healthy competition and a value-driven environment.



### LEAD OPTIMISATION

Delivered a **unique approach to lead generation** through systems designed to track the journey of every lead that enters the system and set recycle rules are set to increase the lifespan of the contacts.



## RESULTS

Our **process of consistent optimisation** highlighted the opportunity to bundle products and optimise the sales value per customer:

- Achieved extremely positive results almost immediately and within just 2 months, we became their **leading outsourcing specialist** in new sales conversions.



- Exceeded our client's expectations, achieving **10% conversation ratio** on new sales against a target of 8%.



- Agility of our **highly trained teams** and culturally aligned staff, provided the human touch to the sales process, giving us the ability to understand what every **unique customer needs** and the skills to upsell wherever possible.



- **Effective leadership** improved the processes, empowering our teams to **problem solve with initiative and innovation** and drive the best results in striving for an exceptional customer experience.







## RECOGNITION OF OUR SUCCESS

The immense success of this campaign could not have been achieved without the experience, knowledge and capability that CallForce brought to the table as a leading Outsourcing specialist delivering innovative BPO services from South Africa to the global market.



2022	HCL'S RED LADDER WOMEN IN OUTSOURCING AWARD Finalist 2022	CAPE BPO IMPACT SOURCING Finalist 2022	TOP EMPOWERMENT JOB CREATION Finalist 2022	TOP EMPOWERMENT CUSTOMER FOCUS Finalist 2022	CCMG BEST INTERNATIONAL OUTSOURCED CONTACT CENTRE Finalist 2022
	STD BANK TOP WOMEN AWARDS TOP GENDERED-EMPOWERED ORGANISATIONS Youth Development Finalist 2022	BPESA TOP BPO OPERATOR Finalist 2022	BPESA TOP OFFSHORE CAMPAIGN Finalist 2022	BPESA TOP ONSHORE CAMPAIGN Finalist 2022	BPESA TOP GBS QUALITY PROFESSIONAL AWARD Finalist 2022
2021	CCW GLOBAL WINNER: Best Public Service Center 2021	CCW EMEA REGIONAL WINNER: Best Public Service Center 2021	TOP EMPOWERMENT JOB CREATION Finalist 2021	TOP EMPOWERMENT CUSTOMER FOCUS Finalist 2021	
2020	TOP EMPOWERMENT JOB CREATION Finalist 2020	ISG ASIA PACIFIC PARAGON AWARDS FINALIST 2020 Excellence and Woman in Technology Categories	ISG PARAGON EXCELLENCE AWARD 2020		
2019	BPESA GBS TOP BPO OPERATOR 2019	CCW FINALIST: BEST IN CLASS CONTACT CENTRE 100+ Seats 2019	BPESA GBS TOP OFFSHORE CAMPAIGN 2019		
2018 2017	CCMG BEST INTERNATIONAL OUTSOURCING CONTACT CENTRE Finalist 2018	GSA AFRICAN OUTSOURCING PROJECT OF THE YEAR Finalist 2018	BPESA/CCMG BEST EXTERNAL SERVICE PROVIDER Finalist 2017	EY SOUTH AFRICAN ENTREPRENEUR OF THE YEAR Finalist 2017	



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**Asia | Australia | South Africa | United Kingdom | United States**

## **ARE YOU READY TO PARTNER WITH US?**

If you're looking for a customised, outsourced BPO solution that gives you the competitive edge, we would welcome the opportunity to set up time to define your requirement and discuss how we can bring the future of outsourced BPO solutions to your business.

### **LET'S START A CONVERSATION TODAY**

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